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BROADCASTING TELECASTING

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NEWSPAPER

IN THIS ISSUE:

It's No Draw...in Omaha

KMTV is the *one* TV station that can help you bag your sales "limit" in the booming Omaha market.

And this Fall, KMTV's continuing leadership gets still another big boost from direct telecasts of N.C.A.A. and Professional football, the Midwest's leading TV bowling show, the area's most popular local programs, *plus* the best Fall shows from three great networks—CBS-TV, ABC-Tv, and DuMont. Never before has KMTV offered viewers such a star—studded TV bill-of-fare.

Proof of KMTV's overwhelming popularity is shown in the latest Pulse*. KMTV carries 13 of the top 15 weekly shows, 7 of the top 10 multi-weekly shows, Omaha's most popular locally-produced show, and a commanding lead in all time classes.

As a result of this continuing leadership, KMTV serves more local and more national advertisers than any other TV station in the Missouri Valley market. To learn more about this television bargain, contact your Petry man or KMTV today.

* *Pulse July 6-12*

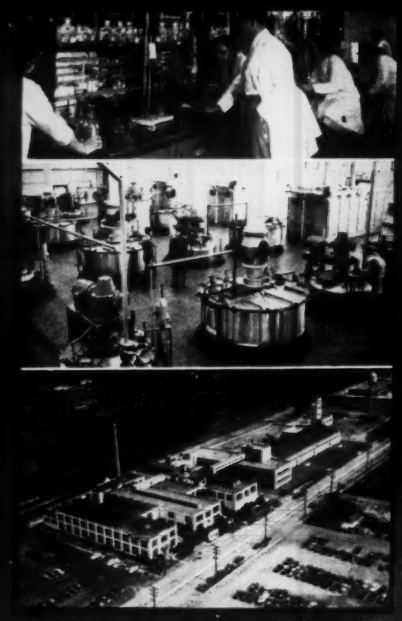
Smart Advertisers All Agree: In Omaha The Place To Be Is Channel 3

OMAHA USA 1854 100th BIRTHDAY

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry Co., Inc.

A 23RD year



THE BAYER COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Consumer confidence in Bayer Aspirin has been built by years of research and know-how in producing a reliable product. There's laboratory control over every process at the modern Bayer Company plant. This quality control has been one part of a complete job that makes the Bayer Company a leader in its field.

Laboratory control can be applied to broadcasting. Skill in programming the best ingredients of fine entertainment and public service builds the audience. The roster of advertisers on WMBG, WCOD and WTVR mirrors the large and loyal audiences that you too can reach. Join the other advertisers using the "First Stations of Virginia."

Maximum power—
100,000 watts at Maximum Height—
1049 feet

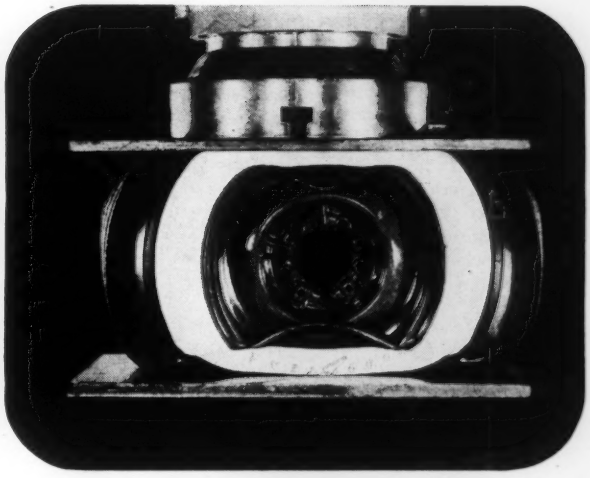
WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

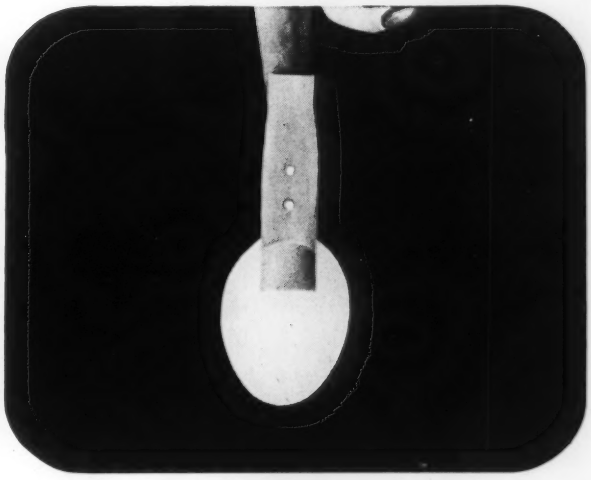
Publis
DeSal

DRAMA ON TELEVISION



TV demonstration **dramatizes** greater strength and safety of All-Nylon Cord Super-Cushion Tire by Goodyear, shows that pressure that bends a steel wheel leaves tire undamaged.

TV demonstration **dramatizes** the closer, more comfortable shave of the latest Remington Electric Shaver by shaving the fuzz from a peach without nicking or cutting the delicate skin.



TV demonstration **dramatizes** the unique adhesiveness of Band-Aid Plastic Strips with Super-Stick. Just touched to an egg, without pressure they stick instantly, securely enough to lift it.

Dramatic demonstration tells the product's selling story visually and believably. To find how to demonstrate takes a lot of thought, a special ability, and a really thorough understanding of what television can do and can't do.

YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

"FUSTEST with the MOSTEST"

KRLD-TV the FIRST MAXIMUM POWER STATION IN NORTH TEXAS FOR TWO YEARS CONTINUES TO DELIVER THE *MOST* VIEWERS BASED ON COVERAGE AND RATINGS!

SURVEY NO. 3

850 QUESTIONNAIRES ADDRESSED TO THE MEN WHO KNOW TELEVISION PERFORMANCE BEST, THE MEN WHO SELL AND SERVICE TELEVISION RECEIVING SETS IN NORTH TEXAS SAY:

KRLD-TV *delivers the best and most dependable picture and audio signal.*

Here's the score:

KRLD-TV	**FIRST**	**295**
TV Station B	**FIRST**	**83**
TV Station C	**FIRST**	**17**
	Total	**395**

KRLD-TV EXCESS OVER STATION B	212 or 255%
KRLD-TV EXCESS OVER STATION C	278 or 1635%
KRLD-TV EXCESS OVER STATION B AND STATION C COMBINED	195 or 195%

Based on 46.5% return. August, 1953.

General Nathan Bedford Forrest, Confederate General, when asked the secret of victory, replied, "Get thar the fustest with the mostest men." Took part in the battles of Shiloh and Chickamauga.

Exclusive CBS outlet for Dallas and Fort Worth

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

OWNERS AND OPERATORS OF KRLD RADIO, 50,000 WATTS

THE TIMES HERALD STATIONS . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, Chairman of the Board . . . . . Clyde W. Rembert, President

Channel 4, Dallas
MAXIMUM POWER

closed circuit®

APPOINTMENT of CBS Television Spot Sales as exclusive national representative for KOIN-TV Portland, Ore. (ch. 6), will be announced shortly, effective Oct. 15. CBS Tv Spot Sales, in addition to its owned and operated stations, also represents WCAU-TV Philadelphia; WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.; WMBR-TV Jacksonville, Fla.; WTOP-TV Washington; KSL-TV Salt Lake City, and KGUL-TV Galveston.

★ ★ ★

THOUGH NARTB officials aren't saying so, they fear real government crack-down on beer-wine advertising if broadcasters don't supply information requested in questionnaire mailed by NARTB last week (see story page 56). Association chieftains feel FCC will be forced to show of strength if NARTB doesn't come up voluntarily with report on how much beer-wine advertising is carried and how it's handled.

★ ★ ★

STEPPED UP tempo in behalf of pay-as-you-go tv may result in scheduling of proceedings before FCC sooner than anticipated. Recent statement by Sen. Schoeppel (R-Kan.) published in *Congressional Record* [B•T, Sept. 6] plus revived activity of Zenith (Phonevision) and upcoming investigation of Bricker Committee may converge to bring issue to forefront.

★ ★ ★

FOUR-MAN committee to select executive staff of Television Bureau of Advertising Inc. (TvB) is immersed in its screening job but it's learned that door is still open for top posts. To be selected by group, which has $400,000 preliminary budget, will be president; No. 2 man, who would be overall director of sales activity, and heads of local sales, national spot sales and network sales, plus director of research. While formidable list of candidates under consideration, committee nevertheless is known to desire broadest possible personnel base. Four-man committee comprises Clair R. McCollough, Richard A. Moore, Campbell Arnoux and Roger Clipp.

★ ★ ★

WITH screen size in color tv picture tubes coming in for more and more attention, tube manufacturers shortly will get chance to work on development of rectangular one which, if perfected, would have picture area of 250 square inches ("approximately" 22-inch screen) and yet fit into cabinet of same size now required for 19-inch circular tube. Corning Glass Works, at behest of several manufacturers, including CBS, has developed and is now producing rectangular glass envelopes for either curved aperture mask or wired-grid type and plans to "sample" them to tube manufacturers about Nov. 1.

★ ★ ★

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) reported to be preparing to put out king-size Camels. This would be in addition to firm's Winston and Cavalier cigarettes. Agency: William Esty Co., N. Y.

★ ★ ★

FIRST MEETING of new board of directors of Quality Radio Group, at which time officers will be elected, postponed from last Thursday to Sept. 20 at Palmer House, Chicago. New project, to promote sale of evening time to national advertisers on cooperative taped program interchange, slated to elect Ward L. Quaal, vice president of Crosley, as president [B•T, Sept. 6]. J. Leonard Reinsch, managing director of James M. Cox stations, has been named 12th member of board. KSL Salt Lake City and WTMJ Milwaukee are newest affiliates, bringing total to 26. Following upcoming meeting, managing director to head New York sales organization will be named, with likelihood that Chicago office will be opened later.

★ ★ ★

ANSWER to Brig. Gen. David Sarnoff's dismal view of economic outlook for network radio will be forthcoming from Edgar Kobak, consultant, former president of Mutual and vice president of NBC, and currently owner of WTWA Thomson, Ga., while doubling in brass (without compensation) as president of Advertising Research Foundation. He will propose reasoned approach to radio sales problem based on his years of sales experience.

★ ★ ★

MOTION PICTURE interests in tv broadcasting, notably uhf, see in present situation possible parallel to conditions which resulted in consent decree separating production from exhibition companies and eliminating block booking. They contend that ultimately government will move to preclude situation where single station market vhf has first refusal on programs of all networks while uhf's may be left without national program service.

★ ★ ★

PLANNING EARLY for 1956 Democratic National Convention, Chairman Stephen P. Mitchell shortly will announce appointment of special advisory committee representing all states, with first meeting scheduled for Sept. 18 in Indianapolis. J. Leonard Reinsch, managing director, Cox stations, and radio-tv advisor to committee, named as one of Georgia delegates.

★ ★ ★

GEORGE CLARK, head of George Clark Inc., station representatives, New York, will affiliate self and firm with Walker Representation Co. there this month.

the week in brief

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a wonderful combination!

A *rich market* with 803,200 families who have an annual effective buying income of four and a half *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

District 1 Attacks Government Restraints

GOVERNMENT steps to impose restraints on political broadcasts and radio-tv advertising and to ban electronic media from public proceedings were condemned Friday by NARTB District 1 in resolutions adopted at conclusion of opening district meeting (roundup story page 48).

New England broadcasters "strongly opposed" national and local attempts to place discriminatory bans on radio-tv advertising on behalf of legal products and services.

District delegates saw "urgent need" for continuing NARTB study of constitutionality of political section (315) of Communications Act, and noted possible discrimination in fact other mass media have no such regulations. NARTB is working on a revision of its political catechism in view of recent FCC rules.

In discussion of subject, broadcasters were warned of problem involved in special rates for groups of candidates buying time on pooled basis, with such rates also applying to any opposing candidate or candidates (see story page 64).

District 1 "strongly opposed" record company practice of supplying 45 rpm discs; urged stations to maintain standards of self-regulatory radio and tv codes; urged President Eisenhower to name permanent FCC chairman; called for national and local effort to find solution to problem of daylight saving time; praised NARTB President Harold E. Fellows and staff for contribution to meeting.

World Broadcasting System Banks on Radio Prosperity

BUDGET increases of 48% for additional programming, script writers and talent have been set for coming 1954-55 season, reaffirming faith in local and regional radio "as an important advertising medium," Herbert Gordon, vice president in charge of programs, World Broadcasting System, said Friday.

Mr. Gordon, in New York from West Coast to meet with WBS vice president Robert W. Freidheim, general manager Pierre Weis and sales manager Dick Lawrence, said World's new signings include Dorothy Lamour to star in special Christmas half-hour open-end dramatic show; Charlie Applewhite, Sauter-Finnegan orchestra, Buddy Murrow and orchestra, Day Dreamers trio and Les Brown and orchestra. Renewals include Three Suns, Cass County Boys, David Rose and orchestra, Ken Griffin and Fontane Sisters.

No FCC Beer Quiz Now

FCC does not expect to send out questionnaires to broadcasters at this time to secure time and program data for House Commerce Committee on beer and wine advertising, FCC Chairman Rosel H. Hyde said Friday. "I expect we'll have our work to do, but we'll avoid any duplication with NARTB," Mr. Hyde said, adding that Commission had made several suggestions to NARTB during earlier FCC-NARTB conferences regarding contents of form (see story, page 56). NARTB Friday said queries were to be in mail by today (Mon.) with return asked by Oct. 11.

PREACHING PRACTICED

RADIO station representative Richard O'Connell, New York, is so sold on use of radio that his firm has bought spot announcements on WPAT Patterson, N. J., to solicit national advertising accounts for its southwestern and northeastern stations. Representative firm believes that so many timebuyers, account executives and advertisers listen to *Gaslight Review* on WPAT that specific spots on show would attract attention of these people to merits of Sombrero Network, composed of seven southwestern stations, and Lobster Network, six stations in Maine.

New Hurricane Alerts East Coast Radio-Tv

RADIO and tv networks and stations along East Coast alerted Friday for extensive when-and-if coverage of Hurricane "Edna," expected to strike at Long Island-New Jersey coastal areas early Saturday.

NBC-TV reported Friday its network facilities would open Saturday at 9 a.m. EDT instead of customary early-afternoon. It planned to send mobile crews for live coverage of hurricane from Atlantic City, several points in metropolitan New York area, Larchmont, N.Y., and Brockton, Mass. Extensive film coverage also planned.

CBS-TV was preparing to send camera crews to Long Island for live coverage and CBS Newsfilm team also was alerted. CBS Radio presented special report on *Edward R. Murrow and the News* Friday night, featuring report by Mr. Murrow on hurricane progress as he witnessed it from U. S. Air Force B-29 following "Edna" from Wednesday until Friday.

ABC-TV reported it had remote camera crews ready, and ABC Radio laid plans for on-spot coverage.

DuMont's WABD (TV) New York planned to present frequent bulletins on hurricane progress and also telecast special *Operation Hurricane* program Friday night in which public utilities officials offered tips to public on how to prepare for storm's onslaught.

Spectacular Simulcast

PLANS to simulcast NBC-TV's opening color television spectacular last night (Sun.) announced by NBC Friday, with Hazel Bishop Inc. and Sunbeam Corp., sponsors of this series of tv spectaculars, also picking up tab for NBC Radio coverage of 90-minute show (7:30-9 p.m. EDT).

WSAU-TV Joins CBS-TV

WSAU-TV Wausau, Wis., will join CBS-TV as primary affiliate on Oct. 1, it was announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WSAU-TV (ch. 7) is owned and operated by Wisconsin Valley Television Corp., of which George Frechette is vice president and general manager.

• BUSINESS BRIEFLY

300 FOR INSURANCE • Insurance Co. of North America, N. Y., through N. W. Ayer & Son, N. Y., placing radio spot announcement campaign on more than 300 stations, mostly in small markets, in about 13 states, starting Oct. 10 for seven weeks.

50 FOR OXYDOL • Procter & Gamble (Oxydol), Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., placing spot announcement campaign starting Sept. 20 for 39 weeks in about 50 radio markets.

APPOINTMENT PREDICTED • Mathieson Chemical Corp., Baltimore, expected to name Doyle, Itchen & McCormick, N. Y., in October to handle its advertising in radio. Armand S. Weill Co., Buffalo, has been servicing radio portion of Mathieson advertising budget.

JUST OB&M NOW • Hewitt, Ogilvy, Benson & Mather, N. Y., moved to new offices at 589 Fifth Ave., effective last Saturday, and at same time abbreviated name to Ogilvy, Benson & Mather. New phone is Murray Hill 8-6100. Mr. Hewitt left agency to join Kenyon & Eckhardt about two years ago.

COMBINED SPOTS • Best Foods (Nucoa), N. Y., through Dancer - Fitzgerald - Sample, N. Y., planning 13-week radio-television spot announcement campaign to be launched Oct. 4.

BLOCK TO MUTUAL • Block Drug Co., Jersey City, N. J., will sponsor *It Happens Every Day* on Mutual, Monday through Fridays, 8:55-9 a.m., effective Oct. 11. Following products will be advertised: Poslam, Minipoo, Omega Oil and Green Mint. Emil Mogul Co., N. Y., is agency.

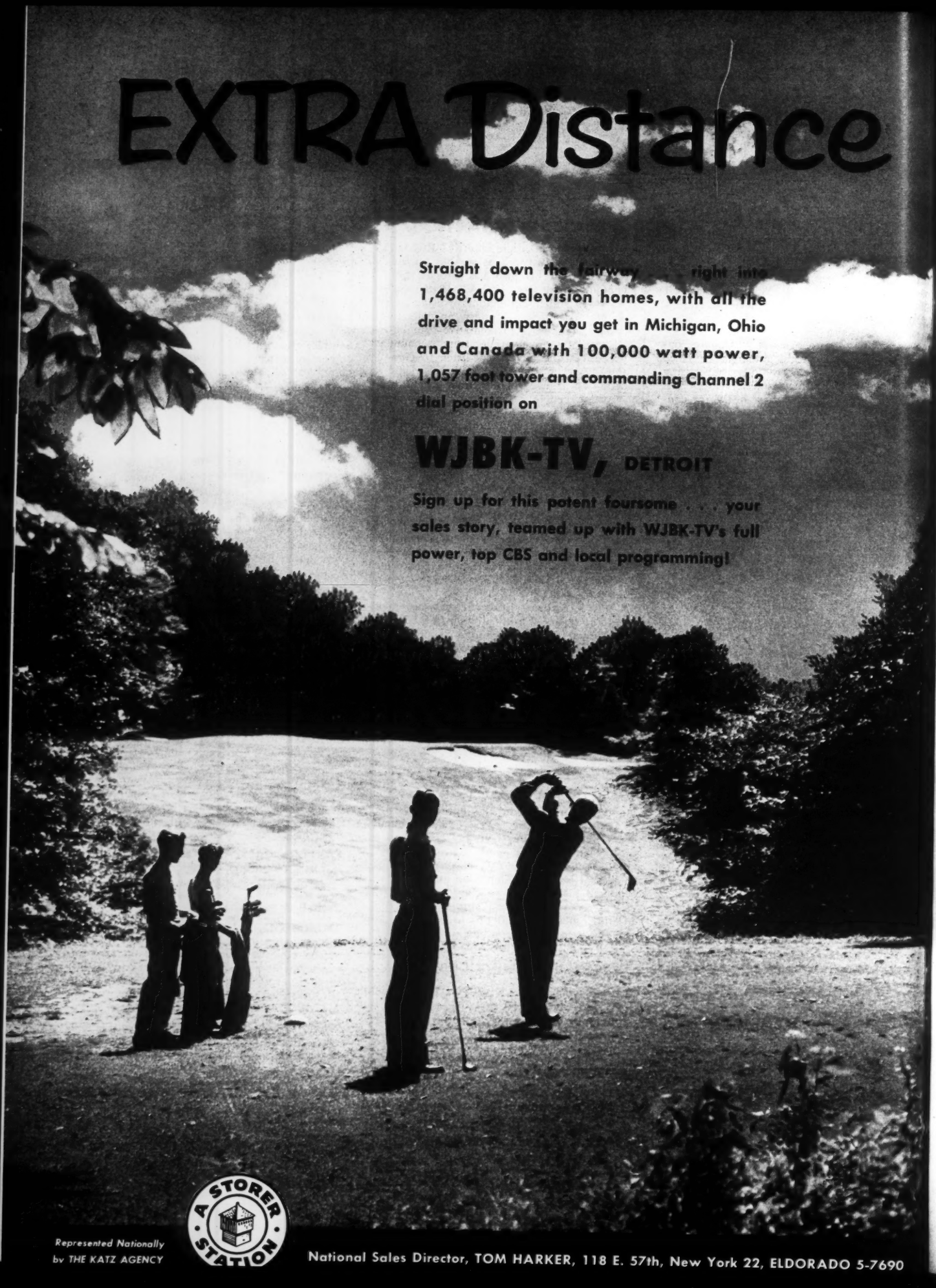
LA ROSA EXPANDS • V. La Rosa & Sons, N. Y. (macaroni products), launches its heaviest radio and tv campaign this fall with sponsorship of half-hour tv shows in four markets for 52 weeks and radio spots—25 per week—in eight cities plus tv spots in six other cities. Kiesewetter, Baker, Hagedorn & Smith, N. Y., is agency.

EASTERN CAMPAIGN • J. H. Filbert (Mrs. Filbert's margarine), Baltimore, Md., preparing radio-tv campaign effective Oct. 4 for 10 weeks in eastern areas. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

THERMOMETER GUIDE • Cristy Co., N. Y., for product to make gasoline more efficient during cold weather, planning radio spot announcement campaign to break early in December across country in areas wherever temperatures get to 30 degrees or below. Picard, Marvin & Redfield, N. Y., is agency.

NEW SHOW SPONSORS • General Foods Corp. (Jello), N. Y., and Murine Co., Chicago, first two sponsors signed for CBS Radio's new *Amos 'n' Andy Music Hall* (Mon.-Fri., 9:30-9:55 p.m. EDT, starting tonight). General Foods to sponsor segments of 10 programs on various nights from now through Sept. 30. Murine to sponsor segments of 13 programs between Sept. 21 and Nov. 29. Agencies: Young & Rubicam, N. Y., for General Foods; BBDO, N. Y., for Murine.

D'ARCY MOVES • D'Arcy Adv., N. Y., moved Friday to new offices at 430 Park Ave. on 16th and 17th floors. Phone is Plaza 8-2600.


EXTRA Distance
Straight down the fairway . . . right into 1,468,400 television homes, with all the drive and impact you get in Michigan, Ohio and Canada with 100,000 watt power, 1,057 foot tower and commanding Channel 2 dial position on
WJBK-TV, DETROIT
Sign up for this potent foursome . . . your sales story, teamed up with WJBK-TV's full power, top CBS and local programming!
A STORER STATION
Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

WEMP Negotiates to Buy WCAN; Sale Price $250,000

SALE of WCAN Milwaukee to WEMP same city for sum in neighborhood of $250,000 in negotiation, it was reported last week. Plan is for WEMP to take over 1250 kc, 5 kw facilities of WCAN but retain present call letters. It would relinquish present 1340 kc, 250 w facilities. Physical facilities of WEMP would be sold to ch. 19 WOKY-TV Milwaukee, which already occupies part of WEMP transmitter plant. WEMP is owned by A. M. Spheeris and associates, including 40% by WTCN-AM-FM-TV Minneapolis. WCAN is owned by Lou Poller and associates. WEMP holds option to become 30% owner of WTVW (TV) Milwaukee under merger agreement.

KMAC, KONO Controversy Continues Before Examiner

FIGHT between KMAC and KONO San Antonio for new tv station on ch. 12 went into final rounds Friday before FCC Examiner James D. Cunningham with testimony by James R. Duncan, private detective charged by Federal government with impersonating FCC official while soliciting credit data about KMAC backers [B•T, July 5].

Mr. Duncan affirmed his orders for investigation of KMAC came from Hugh Caterson, his associate in investigation firm of Texas Industrial Surveys, and asserted that he received no instructions from KONO on manner or technique of investigation to be employed.

Mr. Duncan previously was reported to have been arrested on impersonation charge which is to go before grand jury in October.

Mr. Caterson, testifying before Mr. Duncan, recalled request by KONO principal for investigation of KMAC. He said KONO neither specified nor discussed investigation technique and indicated KONO was not aware that he (Caterson) had turned case over to Mr. Duncan until report was made.

Under cross-examination Friday afternoon KMAC owner Howard W. Davis admitted he filed estimated income tax declaration for 1954 giving figure of "none," since he did not know what KMAC profit will be and he could file amended return. KONO counsel noted KMAC net in 1953 was $43,000 on which $11,000 tax was paid, and questioned Mr. Davis about commitments of $123,000 already made on 1954 profit, including $25,000 for tv. Cross-examination will continue today (Mon.).

Four Am Applications Filed

APPLICATIONS for four new daytime radio stations filed with FCC Friday. They are for Murphy, N. C.; The Dalles, Ore.; West Warwick, R. I., and Adel, Ga.

For Murphy, new am station on 600 kc with 1 kw filed by Valley Broadcasting Co. Valley principals also interested in WGGA Gainesville and WRGA Rome, both Ga.

New station at The Dalles, with 250 w power on 1540 kc requested by Polk County Broadcasters.

New station facilities on 980 kc with 1 kw at West Warwick, requested by Neighborly Broadcasting Co.

Facilities for new station on 1470 kc with 1 kw at Adel requested by Cook County Broadcasting Co.

Another Vhf Quits

KTLV (TV) Rapid City, S. D., assigned ch. 7 and sole tv authorization there, surrendered permit to FCC Friday. Hills Broadcasting Co., permittee, gave no reason for decision. Total of 94 permits have been returned (17 vhf, 77 uhf).

BUDGET TROUBLE

HEARING on four hotly-contested applications for ch. 13 at Indianapolis, scheduled to commence today (Monday) before FCC Examiner Millard French, indefinitely postponed by Commission Broadcast Bureau at almost five o'clock Friday with announcement examiner couldn't finish case since his tenure with FCC ends Sept. 30 because of expiration of supplemental tv funds. Action left lawyers scrambling to rearrange business plans of some 40 witnesses. Applicants are WIRE, WIBC, Mid-West Tv Corp. and Crosley Broadcasting Corp. Some half-dozen hearing conferences already had been held with examiner who also first learned of his situation Friday. FCC week earlier in budget action terminated service of another examiner, Claire Hardy, now with Dept. of Health, Education & Welfare. Third examiner, John Poindexter, to be separated Sept. 30.

NARTB Asks ID Rule Change

PETITION asking FCC rule-making proceedings toward amendment of Sec. 3.652(a) of its rules, dealing with tv station identifications, filed Friday by NARTB. Association asked FCC amend requirement that IDs at beginning and ending of each time of operation be both visual and aural to allow either visual or aural IDs, not necessarily both.

RCA Sets Symposium

ALL-INDUSTRY symposium to be conducted by RCA Wednesday afternoon following first public demonstration of its new 21-inch color tv picture tube and simplified color receiver [B•T, July 19]. Both demonstration and symposium to be held at RCA's David Sarnoff Research Center, Princeton, N. J., with first showing, for newsmen, at 12:15 p.m. Tube described as employing 21-inch round metal envelope, having 250-square-inch picture area, being lighter and shorter than other color tubes.

CBS-TV Takes Stevenson

POLITICAL address by Adlai E. Stevenson at Democratic Party's $100-a-plate dinner in Indianapolis Saturday will be carried exclusively as public service over CBS-TV later that evening, 11:15-11:45 p.m. EDT, network announced Friday. Broadcast will be originated for network by WFBM-TV Indianapolis.

UPCOMING

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 15: License renewal hearing before FCC on Edward Lamb's WICU (TV) Erie, Pa.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

For other Upcomings see page 147.

PEOPLE

MR. CRANDALL

JOHN CRANDALL, who resigned recently from Bryan Houston Inc., N. Y., as vice president and head of media, joins McCann-Erickson, N. Y., as associate media director.

FRED COE, producer, will take over production reins from **LELAND HAYWARD** for 10 Monday spectaculars on NBC-TV during this season. Mr. Hayward feels his health will not permit him to continue task. Mr. Coe will continue as consultant producer on Lever Brothers' *Lux Theatre* and Reynolds Metals Co.'s *Mr. Peepers,* both on NBC-TV.

HENRY L. LUHRMAN, formerly with Frederic W. Ziv Co., appointed head of new St. Louis office of MCA Tv Ltd., at 1700 Liggett Dr. **CHUCK LEWIS,** head of MCA Tv's publicity department, Beverly Hills, Calif., moves to St. Louis sales department.

WILLIAM C. COTHRON joins Prodelin Inc., Kearney, N. J., manufacturers of "Job-Packaged" antenna systems, as technical sales staff member. Mr. Cothron has been in product design, field and sales engineering with RCA Victor, RCA Service Co., Allen B. DuMont Labs and Graybar Electric Co. He also supervised installation of tv stations in Latin America (XHTV), Cuba (CMUR-TV) and Japan (JOAX-TV).

ROBERT P. KEIM, former director, Air Force's New York Office of Information Services, succeeds **HELEN CRABTREE** as account executive with The Advertising Council on better schools, stop accidents, national blood program and Crusade for Freedom campaigns. Mr. Keim received early advertising training before joining Air Force 12 years ago at Compton Adv. and as assistant to advertising manager of Standard Air Conditioning. Miss Crabtree resigned to be married.

Funeral services to be held today (Mon.) in Chicago for **JOE KASPAR,** 52, sales service manager of WLS Chicago since 1937 who died of heart attack at his desk Thursday.

MCA Tv Reports New Sales

MCA Tv Ltd., New York, announces film sales to WPIX (TV) and WOR-TV New York, WCAU-TV Philadelphia, KTTV (TV) Los Angeles and KOVR (TV) Stockton, Calif. KOVR's purchase included new sports programs, *Touchdown* and *Telesports Digest,* and also *Abbott & Costello, Follow That Man, Biff Baker, USA* and *I'm The Law,* with individual films totaling 260. KTTV, WOR-TV and WCAU-TV bought MCA Tv's library plan, *Famous Playhouse,* in respective numbers of 665, 314 and 104, while WPIX purchased 39 plays of *Follow That Man.*

WSAI Signs for Redleg Games

ALL GAMES of Cincinnati Redlegs will be broadcast by WSAI there effective with 1955 season under long-term contract announced Friday by Sherwood R. Gordon, station president-general manager. Burger Brewing Co., through Midland Adv., Cincinnati, will sponsor games over Ohio Valley network of 50-plus stations, with WSAI as originating outlet.

GOOD... advertising

always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage than ever before is yours with RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning, afternoon and evening is

WSJS

NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.

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Sol Taishoff, *Editor and Publisher*

EDITORIAL — Edwin H. James, *Managing Editor;* Rufus Crater (New York), J. Frank Beatty, Bruce Robertson, *Senior Editors;* Fred Fitzgerald, *News Editor;* David Glickman, *Special Projects Editor;* Earl B. Abrams. Lawrence Christopher, *Associate Editors;* Don West, *Assistant News Editor;* Harold Hopkins, *Assistant Editor;* Patricia Kielty, *Special Issues;* Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence, *Staff writers;* Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Cappella, *Editorial Assistants;* Gladys L. Hall, *Secretary to the Publisher.*

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NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *Senior Editor;* Florence Small, *Agency Editor;* David Berlyn, *Assistant New York Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.

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*Reg. U. S. Patent Office

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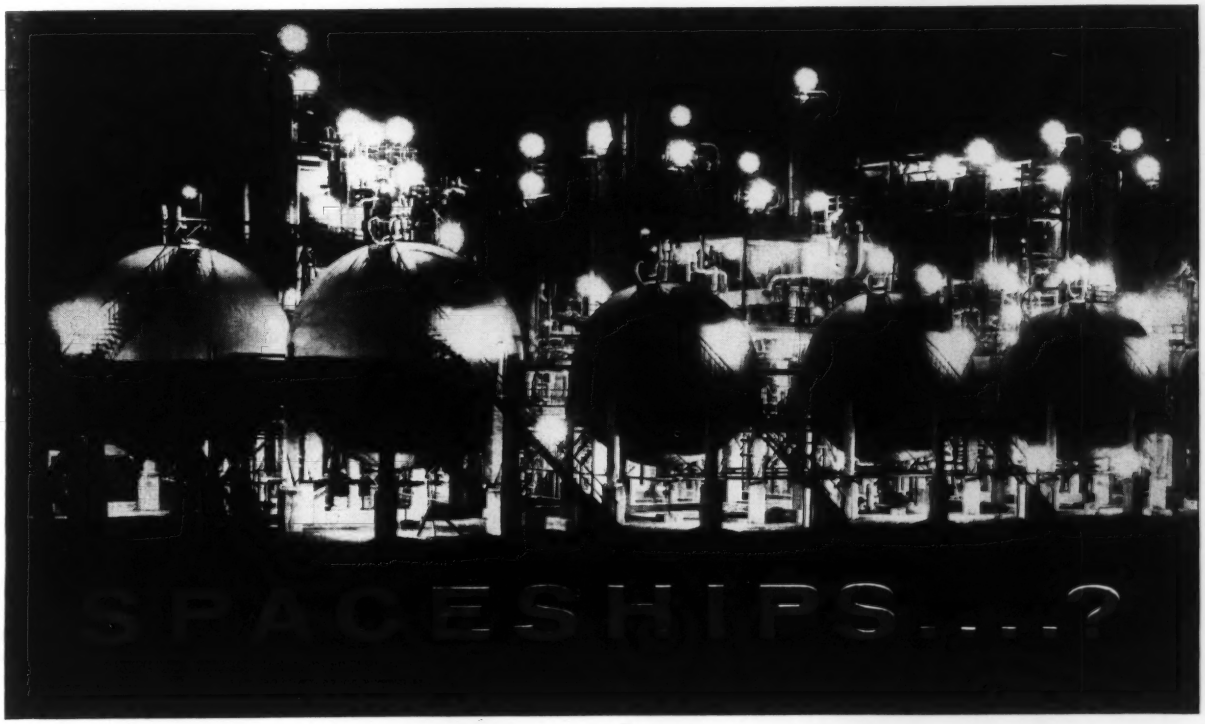


Latest methods and modern equipment combine to make this giant oil refinery near Ashland, Ky., an important producer of petroleum products. It is operated by the Ashland Oil & Refining Company, and is another example of the great industrial diversity throughout WSAZ-TV's 116-county area.

The industrial pageant of our busy Ohio River Valley presents many spectacles that are as arresting to the eye as its statistics on industrial output are appealing to the mind. In both cases, fact consistently outstrips fiction.

No visitors from outer space, these flood-lit spheres are actually part of one multi-million dollar oil refinery, working twice around the clock each day to provide fuels and lubricants for a mechanized America. It is only one of the hundreds of manufacturing plants that give steady employment and spendable prosperity to the million families who live and work in our industrial heart of the nation.

Two facts, we think, are significant to you: (1) These people spend *over two and a half billion dollars* a year for things they want. (2) The *only* advertising medium that, singlehanded, gives intensive coverage of this whole 116-county area is WSAZ-TV.

Whatever you're selling, with WSAZ-TV you can show and talk about it right in the front parlors of over 400,000 TV homes across five states. You can do this with the knowledge (and immediate results) that your message is more persuasive for being delivered by a well-known, well-liked friend. The proof is abundant – as the nearest Katz office will be glad to show you.

WSAZ

OHIO
WEST VIRGINIA
KENTUCKY

TELEVISION

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

Finally, a quality sports show on

"CHAMPIONSH

BRAND NEW! FIRST RUN! ONE HOUR SHO

26 PROGRAMS ALREADY IN THE CAN! EACH ONE A REAL THRILLER! FEATURES TH

CHAMPIONS OF THE BOWLING WORLD IN MATCH ELIMINATION GAMES!

TREMENDOUS RECORD OF SUCCESS IN CHICAG

*Not kinescopes. Filmed on a brand new five camera continuous "live" action technique.

WA

ow on film*

HP BOWLING"

WALTER SCHWIMMER PRODUCTIONS, INC., 75 E. Wacker Dr., Chicago / FRanklin 2-4392

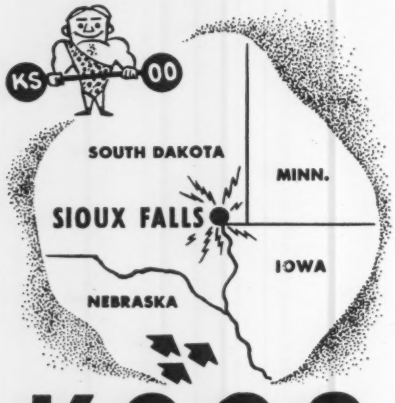
SATURATION COVERAGE of this rich SIOUX EMPIRE FARM POPULATION

99.53% of farm homes have radios!

MARKET FACT NO. 2

The vast Sioux Empire produced a gross farm income of $1,311,209,500 in 1953. The average gross income per farm was $10,660. The 469,050 Sioux Empire farm folks live in one of the world's richest farming areas. They have money to spend! What is the most economical way to reach this wealthier-than-average farm audience? RADIO-KSOO! 99.53% of these folks have radios to bring them crop and weather reports, news and entertainment. RADIO-KSOO is your best means of *really* covering this market because KSOO covers 82% more of the Sioux Empire than any other station. For low cost, effective saturation coverage —it's RADIO-KSOO!

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate

10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME

Represented Nationally by Avery-Knodel, Inc.

IN REVIEW

DEAR PHOEBE

Network: NBC-TV
Time: Fri., 9:30-10 p.m. EDT
Cast: Peter Lawford, Marcia Henderson, Charles Lane, Joe Corey
Producer: Alex Gottlieb
Director: Don Weis
Writer: Alex Gottlieb
Location: Filmed in Hollywood
Sponsor: Campbell Soup Co.
Agency: BBDO
Estimated Production Costs: Approximately $30,000 per program

THAT producer Alex Gottlieb has come up with a new and different tv comedy series cannot be denied by those who tangled with *Dear Phoebe* Friday via NBC-TV. The literal minded may question the reported newsness of any situation comedy, but Mr. Gottlieb, also the creator-writer, has taken a format concerning a masculine writer of advice to the lovelorn, a feminine sportswriter and the usual irritable managing editor (he's always irritable on celluloid!) and treated them in a slightly mad fashion. In fact, *Dear Phoebe* has a quality which might best be described as fey.

Peter Lawford, as the ex-professor of the psychology of human relations who becomes the newspaper's "Phoebe Goodheart," carries on in the fine tradition established by Cary Grant and Fred MacMurray. While Marcia Henderson does not yet have the comic sense of a Jean Arthur or Irene Dunne, her sportswriter has enough to add more than just decor and will probably end up giving "Phoebe" a run for his/her money.

The irascible managing editor, portrayed by Charles Lane, and the brash copyboy, enacted by Joe Corey, are examples of the stereotype exploded by means of witty dialogue and character delineation. Another "natural" appears to be director Don Weis, who along with Mr. Lawford should cause M-G-M to do a slow burn that these two are no longer under contract.

Campbell Soup, which showed spirit in buying the series immediately upon viewing the pilot, and BBDO, which lost no time in hustling it to Camden for said viewing, ran the gamut in the commercials. For those the animated soup cans didn't sell, there was a live middle commercial. Any laggards should have been captured by the closing bit, done in the same vein as the entertainment portion and featuring actors Lawford and Lane.

At the risk of injecting a sour note, these canned laugh tracks have got to go. If a person sees something funny, he'll chuckle, hoot or roll on the floor without any sneaky prodding.

LOVE OF LIFE

Network: CBS-TV
Director: Larry Auerbach
Producer: Richard Dunn
Writer: John D. Hess
Executive Producer of Color: Richard Lewine
On Air: Mon.-Fri., 12:15-12:30 p.m. Colorcast, Sept. 8 only.
Star: Peggy McCay
Sponsor: American Home Products Corp.
Agency: Blow Co.
Production Costs: $8,500 gross weekly

IF COLOR is going to add anything to tv's daytime serials it will be in displaying the clothes of the female characters to the predominantly feminine audience. In the Sept. 8 colorcast of *Love of Life* the gowns of the heroine, her sister and her best friend certainly showed up more attractively in color than they would have in black-and-white.

The addition of color did not extend the action of this installment of the drama, which utilized the entire 15 minutes to introduce the brother of the hero, a surly individual who is obviously "up to no good" and who seems likely to interfere with the plans of his brother and the heroine for an early marriage. But experience has proved this to be just about the perfect pace for a daytime drama and it doubtless would be unwise to let the addition of color disturb this basic factor.

No soap opera fan, this masculine reviewer sees little likelihood that color will do anything to change his attitude. And he's sure the sponsor couldn't care less.

THE DUKE

Network: NBC-TV
Time: Fridays, 8-8:30 p.m. EDT and (kinescoped) PDT; 7-7:30 p.m. CDT
Star: Paul Gilbert
Cast: Claud Stroud, Allen Jenkins
Producer: William Harmon
Director: Sid Smith
Staged by: Charles Isaacs
Writers: Charles Isaacs, Jack Elinson
Technical Director: Ross Miller
Art Direction: Frank Swig
Music: Lou Bring
NBC Executive Producer: Pete Barnum
Sponsor: Sustaining
Origination: El Capitan Theatre, Hollywood

THE UNDENIABLE comic gifts of Paul Gilbert occasionally manage to slip through the script of NBC-TV's *The Duke* series, but it's a tough fight against poor material all the way.

Whoever foisted this weekly affair off on Mr. Gilbert done him dirt. Charles Isaacs and Jack Elinson are to be credited, if that is the correct word, as the writers, with Mr. Isaacs also staging *The Duke*. Perhaps it is unfair to single out these gentlemen, but it should be recorded that the collection of tired cliches and stereotypes gathered for this script is second to none in the history of American entertainment.

Briefly, *The Duke* concerns itself with the efforts of a good natured and somewhat naive boxing champion to establish a new life for himself outside of the ring after his retirement. The running situation is the conflict between his desire for "culture," represented by his effeminate and stuffy business manager, and the rough, simple virtues of his past, represented by his none-too-bright former trainer. Claud Stroud and Allen Jenkins, respectively, undertake these roles, but although fine troupers, are too often betrayed by their material.

By now Mr. Gilbert should know that situation comedy, at least *this* situation comedy, is not his dish of tea.

Better luck, and better writers, next time.

★ ★ ★

BOOKS

ELECTROACOUSTICS, by Frederick V. Hunt, Harvard U. Press-John Wiley & Sons, New York. 260 pp., $6.

DESPITE its formidable title, it is a simple thing that Prof. Hunt has done. He has pulled together all the literature, historical as well as technical, on the subject of electroacoustic transduction—the art of converting electrical energy into sound and vice versa.

Of interest to the layman are the first 90 pages, which recount the early days of electrostatic induction with Leyden jars in the 18th Century, the electro static and electromagnetic history of the telegraph, the telephone, and Pickard's and Fessenden's work with radio. The chapter is notable for being based almost entirely on original sources, including Patent Office records. It contains some new historical information on the development of crystal oscillators and dynamic loudspeakers, among other subjects.

New Business Getter

the RCA TV Switcher TS-5A

adds fades, lap-dissolves, super-positions to spice up your commercials

The RCA TS-5A Video Switcher is a flexible two-unit equipment designed to mount in a single standard console housing. The push-button and fader panel may be located as illustrated or in the upper face of the console. The TS-5A is designed for color use as well as for monochrome.

You are invited to ask your RCA Broadcast Sales Representative concerning the application of the TS-5A to your specific requirements, or write Dept. I-22, RCA Engineering Products Division, Camden, N. J.

A MUST FOR YOUR TC-4A!

RCA's new TS-5A Video Switcher will give increased flexibility to your programming. If yours is a "Basic Buy" switching layout, where video control functions are centered around the TC-4A Audio/Video Switching Console, the TS-5A will supplement your present equipment, greatly enhance the versatility of your station, give new spontaneity to your commercials.

5 EXTRA INPUTS PLUS "REHEARSAL" FOR YOUR TS-10A!

If your station already includes the TS-10A Studio Switcher and you need to provide for more inputs and rehearsal facilities—the TS-5A Switcher is the ideal answer. A typical arrangement of these two equipments will provide for independent studio rehearsal plus 5 extra inputs.

HANDY AS AN INDEPENDENT SWITCHER!

The TS-5A also may be used for independent switching systems where maximum program flexibility and economy are desired. The TS-5A can be conveniently mounted in a standard console housing adjacent to other console control units.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N. J.

A Potent Force

EDITOR:

We heartily agree with your Aug. 23 editorial that news direction deserves a place high up on the administrative level of a radio and television station. The steps taken recently by a major network are important strides in the continuing fight for greater realization of the role news plays in the radio broadcasting industry. . . .

We, at WHLI, have for years realized the importance of our news department . . . From the very outset we formed the WHLI News Bureau, a separate and distinct department with its own administrative head. The director of news at WHLI is part of the management policy team and sits in on all higher level operational decisions.

For years the WHLI News Bureau has spoken out editorially (through straight editorials and documentaries) on important community issues. It was made clear to our audience that these were station editorials. It is our belief that remarkable progress has been achieved, through these documentaries, in correcting community problems and by reflecting the thinking of the community in important situations.

We believe that further recognition of news at radio and television stations will depend upon the degree of importance given the news departments at the stations throughout the country. Radio journalism is a potent force in a station's operation and should be exploited by broadcasters to its fullest.

Paul Godofsky
President and Gen. Mgr.
WHLI-AM-FM Hempstead, Long Island

Boo-Boo

EDITOR:

In your Aug. 23 issue in the stations personnel section, somebody "pulled a boo-boo" completely. The head of our company, Lawrence H. Rogers, is quoted as being "news director of WEAU-TV Eau Claire, Wis., to station [WSAZ-TV] as announcer."

Lawrence H. Rogers is vice president and general manager of WSAZ Inc. The announcer coming in from Wisconsin was one Bob Burnham.

Charles W. Dinkins
Promotion Manager
WSAZ Huntington, W. Va.

Plaques and People

EDITOR:

The idea of a plaque commemorating the gallant deeds of American radiocasters in the BBC wartime underground studios [B•T, Aug. 23, 2] is most excellent. And I think Ed Murrow would be the first to suggest that services of his colleagues, Fred Bates of NBC and George Hicks of ABC, not go unmentioned in the dispatches.

Further thought might also be given to the installation of a suitable plaque in the radio-room of Mansion Agriculture, in Algiers, North Africa, where Maj. Al Wharfield and his Army staff set up the first voice link for radio and press following the North African landings and subsequent campaign. It was here that NBC's Merrill Mueller and his then CBS colleague, John Daly, distinguished themselves with many heroic exploits to overcome the primitive communications conditions.

Equally important is the famed Pacific "Patchwork" set up at Guam and other islands and Abe Schecter's floating communications ship. Abe and my Army colleague Jack Harris (now KPRC-TV Houston) and my Navy opposite number Jack Hartley (WEWS [TV] Cleveland) would have much to add as they were there and did the job.

Plaques without people are meaningless. If the Dept. of Defense and State Dept. are well advised they would consider inviting the different correspondents and their former Army and Navy colleagues to participate in the appropriate ceremonies at the appropriate places.

Edward M. Kirby
Pub. Rel. Counsel
Greater National Capital Committee
Washington, D. C.

[EDITOR'S NOTE: B•T's editorial proposal that American broadcasters who used BBC's facilities during the war might well emulate their European brothers in presenting a commemorative plaque of thanks led Howard L. Chernoff, WTAP (TV) Parkersburg, to start a fund, naming B•T as treasurer. Checks should be made payable to B•T BBC Plaque Fund.]

Changing Times

EDITOR:

One of the more predominate problems existing in station management in the Midwest is the problem of time change in the East Coast and the adjustment of local and network shows to the change of Eastern Daylight to Eastern Standard. This change is overshadowed, however, by the request we had from a young lady in Searcy, Ark., and I quote:

"A lot of girls and I have been looking at the stories in the morning, the names of the stories are *Valiant Lady, Love of Life, Search for Tomorrow, Guiding Light, Portia Faces Life,* and *Seeking Heart.* We are all starting to school Sept. 7 so if it would be at all possible please change the stories to 3:30 or 4:00 in the afternoon. We will be very happy."

So the station relation boys think they are having problems. They should try and tackle this one.

Don B. Curran
Promotion Manager
KATV (TV) Little Rock, Ark.

Two Pips

EDITOR:

Congratulations to you and your associates for two pips. I refer of course to the editorials "Bryson Bill Threat" and "Breaking the News Barrier" in your issue of Aug. 23.

Edward J. Noble
Chairman of Finance Committee
AB-PT, New York

Laugh Starvation

EDITOR:

Television this year will see the greatest amount of so-called situation and variety comedy shows ever unreeled, with every network exposing new products designed to capture the *I Love Lucy* and *Jackie Gleason* ratings. . . .

But with the expansion of the comedy screenings on tv, the public may find themselves overwhelmed with old, old jokes. . . . The time has come for the networks and advertising agencies to band their efforts to discover and develop comedy writers, much like every other institutional industry tries to nurture its best talents.

There is a ready-made "institution" for this effort: The National Assn. of Gagwriters is starting its 10th semester on Sept. 15 and will meet every Wednesday night for 44 weeks after that. The Comedy Workshop is preparing to open counterparts in principal cities throughout the country.

Are the networks and advertising agencies ready to offer their cooperation and thus save

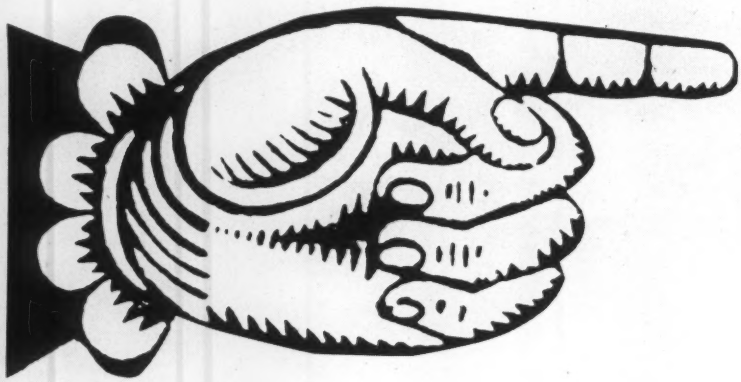
KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 600,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS
TELEVISION
NETWORK

BEHOLD

our brilliant aggregation of Talent!

THREE THRILLING HOURS

OF ORIGINAL COMICALITIES



SATURDAY NIGHT ON

NBC-TV

FEATURING

the Kings and Queens of Hilarity guaranteed to Revive, Renovate, and Revitalize the Sagging Spirits

The capers of a most clever couple

ETHEL & ALBERT

The merry mishaps of a mighty mite

MICKEY ROONEY

Fabulous fun with a frantic ex-fighter

THE DUKE

The irresistable, impulsive, incomparable

IMOGENE COCA

The one, the only

JIMMY DURANTE...

alternating with dancing, dashing

DONALD O'CONNOR

A great new entertainer, worthy member of this classic and unequalled retinue

GEORGE GOBEL

And to play, sing and dance to the favorite ballads of the nation

YOUR HIT PARADE

And as a special added attraction...
Every fourth Saturday, 9:00 to 10:30 pm, a stupendous 90 minute NBC "LIVE" COLOR SPECTACULAR... "MAX LIEBMAN PRESENTS"

SOLD OUT!

Each and every booth is already taken and will be crammed full of wondrous wares to be sold during the stupendous congregation of the public Saturday nights on

NBC TELEVISION
A SERVICE OF RADIO CORPORATION OF AMERICA

For 31 years, WMC has offered an unmatched combination . . . the best of NBC programs, plus such outstanding local personalities as,

GENE STEELE, King of the Hillbillies . . . outstanding early morning favorite for the past 15 years . . . more than 3,300 programs for the same sponsor.

WALTER DURHAM, WMC's Farm Director. Farm Editor of The Commercial Appeal . . . Director of nationally-famous Plant-to-Prosper Program. Holder of the Reuben Brigham award. His morning and noon programs are farm favorites.

SLIM RHODES, and his Mountaineers . . . 8 consecutive years for the same sponsor. This six-piece hillbilly band is a WMC noontime favorite.

CHARLEY DIAL, rates high with early risers and the Mid-South rural audience . . . unique western and pop music by this former star of famed Kansas City Brush Creek Follies.

OLIVIA BROWNE, conducts the Mid-South's top women's show in the early afternoon (Pulse, June, 1954). Features interviews with national personalities.

The only station in the Mid-South with both AP and UP news services.

The only station in the Mid-South with two experienced, full-time news writers.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT 300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

National representatives, The Branham Company

the future of their comedy films? Laugh starvation may face the nation, and destroy our sense of humor—and the residual rights of films—if they don't buckle down and save the laugh world by developing more comedy writers. We're anxious to discuss this with any network or agency executive.

George P. Lewis
National Laugh Enterprises
P. O. Box 835
Grand Central Station
New York

ACLU on Open Hearings

EDITOR:

Our attention has been drawn to the story in your July 12 issue concerning the testimony of the American Civil Liberties Union before the Senate Rules Committee considering fair procedures for congressional investigating committees. . . . Your report is incorrect in stating that this is a reversal of the ACLU's position. The official policy, announced by the Union on April 10, 1953, says:

"The ACLU, after consideration of the desirability of both freedom of communication and the safeguarding of due process, believes that proper rules for the conduct of legislative hearings should be adopted and a satisfactory practice established before the filming, broadcasting and televising of such hearings is permitted. Protection should also be found for a person who is attacked by irresponsible, willing witnesses.

"Once fair rules and practices are established, the ACLU will support democratic freedom of communication with respect to legislative hearings."

The transcript, p. 463, of Mr. Angell's [Ernest Angell, ACLU board chairman] testimony supports this policy. . . .

The Union supplemented its regular policy on Aug. 11, when it urged Sen. Arthur V. Watkins, chairman of the committee investigating charges against Senator McCarthy, to reconsider its ban on radio-television. The ACLU said that since he had announced that fair rules of procedure would govern the conduct of the hearings, there was no need to ban radio-tv from the hearing room.

Alan Reitman, Asst. Dir.
ACLU, New York

A Compliment

EDITOR:

Your editorial in the Aug. 23 issue concerning the Bryson Bill seems to infer that the chief aim of radio and tv is monetary and any advertising that brings in the money is therefore good and should be supported, lobbied for and pushed on to the public. The interests of the public, their children and community life are incidental.

The reference to coffee, tea and cola advertising is unreasonable and greatly weakens your argument. It merely shows you are having a hard time trying to find legitimate reasons to support your position so you must deal in absurdities.

I think you are wise to warn the industry concerning their self-regulation policies. We do not wish to be unreasonable, but we have no sympathy for the manufacturers and dispensers of that which causes human wreckage. We are not fighting the fellow who drinks it—he needs help. . . .

It is a compliment to radio and tv that their liquor advertising is being questioned at this time, because it proves that radio and tv advertising is much more effective to a much larger audience than newspaper or magazine ads. . . .

S. N. Whitcanak
Merriam, Kan.

IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4

KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

KRON TV 4
SAN FRANCISCO

WORLD'S TALLEST
MAN-MADE STRUCTURE
KWTV's 1572-FOOT TOWER
goes into operation
NEXT MONTH

With television's tallest
tower, **KWTV**
OKLAHOMA'S NO. 1
TV STATION becomes
No. 1 in POWER
316,000 watts
No. 1 in COVERAGE
(reaching Oklahoma areas never
before served by television)

KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.
EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager

our respects

to FREDERIC MALCOLM WARING

FRED WARING is a master musician and showman whose success can be attributed to his sensitive judgment of audience reaction. His reputation in the radio-tv field as head of the famed choral group, the Pennsylvanians, is well known. But his contribution to the music of America has not stopped here.

Mr. Waring has been described as a perfectionist—a word he dislikes. He is revered by those with whom he works. He is an individualist who works best under pressure and knows exactly what he wants and demands it. Often he will change an entire sequence—dances, songs and all—just a few hours before his Sunday evening tv show because he feels his Pennsylvanians are not delivering their best work in a particular act.

It is said concert managers for his tours are frequently alarmed because he doesn't release a program listing of songs to be publicized prior to a concert. But herein lies the Waring magic. Mr. Waring, during the early minutes of a concert, watches and listens to audience reaction, and selects songs from the Pennsylvanians' voluminous repertoire "as he goes along." Each concert is different and the Pennsylvanians, as well as the audience, are kept on their toes.

Frederic Malcolm Waring was born June 9, 1900, at Tyrone, Pa. While a college student at Penn State, studying architectural engineering, he was not considered good enough to join the glee club.

Mr. Waring has strived to combine a fine choral group and orchestra with unusual staging and attractive costumes. Starting with his college days he has played proms, movie houses, motion picture engagements, a trip to Europe, a six months' engagement at New York's Roxy theatre and is a 30-year veteran in the commercial recording field.

His entry into radio followed many disappointments. In the early thirties advertisers were extremely wary of choral groups. Mr. Waring was told, "They're fine for Sunday morning, but for a regular nighttime series—definitely not."

But in 1933, Old Gold cigarettes took a chance for a year and put the Pennsylvanians on CBS. Mr. Waring and has group caught on. His subsequent sponsors during 20 years of top radio-tv musical entertainment include Ford, Grove's Laboratories, Chesterfield, Owens-Illinois and General Electric. Mr. Waring's morning NBC shows were sponsored by American Meat Institute, Green Giant, Johnson's Wax and the Florida Citrus Commission.

Mr. Waring's entry into television, on CBS-TV Easter Sunday 1949, followed General Electric's two-year sponsorship of a half-hour evening radio show. Among the innovations he made was to eliminate the studio audience to enlarge facilities and allow a 360-degree camera range.

Of the many Waring enterprises, his favorite is the Fred Waring Music Workshop. Each summer, some 700 choral directors visit his Workshop, three miles from Mr. Waring's Shawnee-on-Delaware (Pa.) home, to study with him and his staff the Waring techniques of choral music and its direction.

Among his many other contributions to the field of professional, educational and industrial music are: a carefully-documented study of music education for the very young; a two-year national study of music attitudes among teen-agers, which was of top value to music educators and radio-tv programming; a project with Stanford U. and Dr. Edward K. Strong Jr. in instituting and financing the first application to the professional music field, both performing and teaching, of the university's Vocational Interest Research.

Along with his many successes, history also records one Waring failure. This was his crusade to secure for musicians the right to control the use of their recorded performances. As head of the National Assn. of Performing Artists, Mr. Waring in 1935 sued WDAS Philadelphia for the unauthorized broadcast of his phonograph records. When an injunction preventing WDAS from airing Waring records without his permission was upheld by the Supreme Court of Pennsylvania, NAPA started a similar suit in the name of Paul Whiteman against WNEW New York.

RCA intervened in this suit, claiming that any performing rights in recordings should belong to the recording company rather than the performer. Overruling the Federal District Court in New York, the U. S. Circuit Court of Appeals ended the Waring campaign by deciding that broadcasters could freely purchase and use recordings without permission from either company or artist.

To Fred Waring, "firsts" have never been a novelty. His Pennsylvanians were the first to utilize a vocal chorus on records and they also recorded the first rhumba tune. His radio-tv shows, which try to combine the originality of youth and the well-staged production of a veteran showman, have received many awards.

At his Shawnee home, he collects antiques and plays golf as often as is possible. His flair for remodeling and continually improving his properties, as well as his music strategies, come naturally. And even in his moments of relaxation he is planning for the future of his Pennsylvanians and the Music Workshop, among other interests.

Gosh - another WMT-TV testimonial!
That makes two this year.

Anamosa, Iowa
22 July 54

Mr. _____ name on request
General Manager
WMT
Cedar Rapids, Iowa

Channel 2 - 100,000 watts - CBS

Dear Mr.

This is a complaint about your television station.

we love sleep over some of them too.

I have four children, two of them of an age where they need a little sleep. Your programs are keeping them up nights. My boy is nine years old. He plays in the local little league. He won't go to bed until he sees Tait tip over the losers in the Majors. The $%"@?& person that thought up that gimmick out to your TV station should be fired. It has the kind of visual appeal that intrigues adults, let alone unsuspecting children. How is my kid going to get his base knocks with your programs keeping him up all night?

Tait Cummings, WMT Sports Director

Food for thought for advertisers (our rep. is The Katz Agency)

All your stuff is palatable. Some of it is very good. I particularly like Tait, of course. He has the kind of old shoe appeal that local people enjoy. Besides, he knows his sports. On top of that, his hairline has receded farther than mine, thus boosting my fading age.

all business is people

how to win friends, etc.

Everyone in Anamosa thinks your station is doing a top-notch job.

Darling, they're playing our song.

we also cover Delhi, Norway, and Swisher, Ia.

Very truly yours,

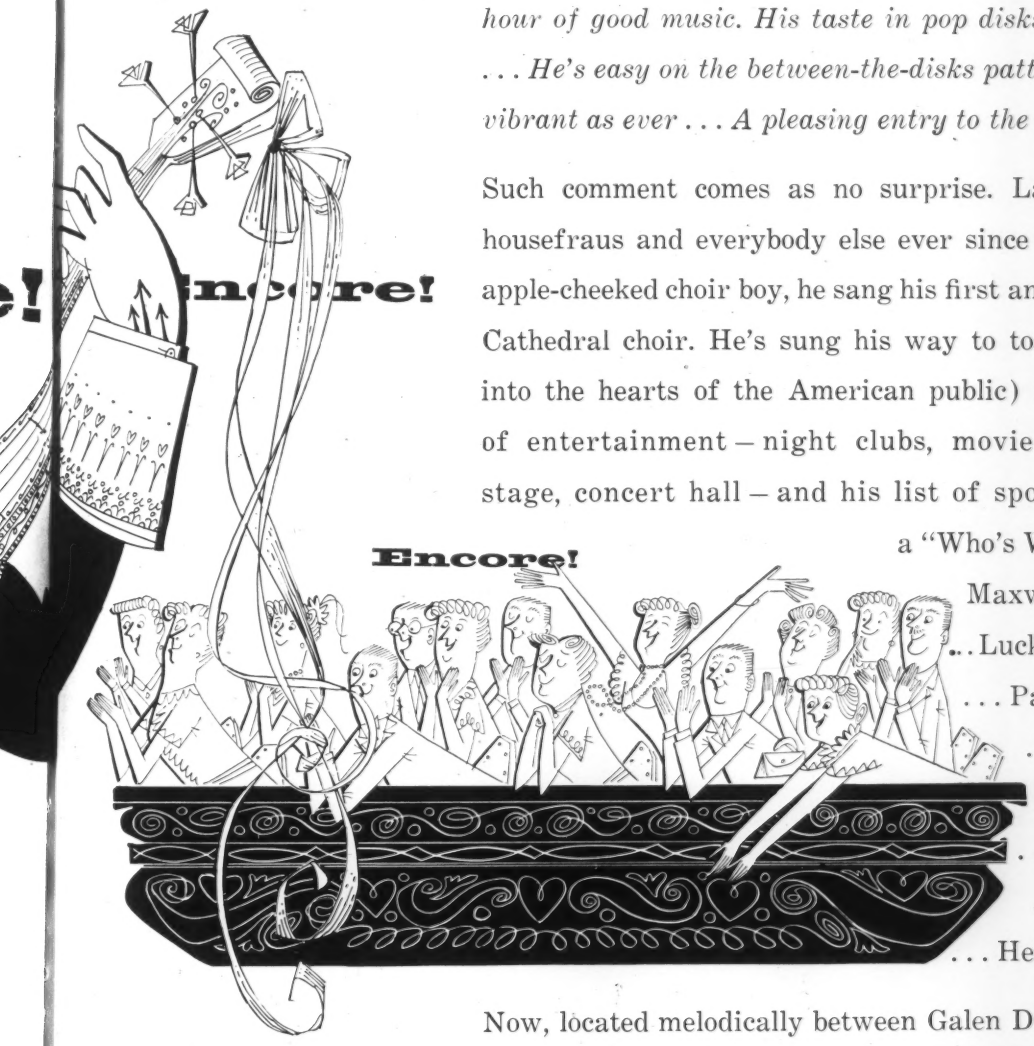
B Name on request D

Encore!
Encore!
L.R.
doug
WCBA

Whenever Lanny Ross sings . . . wherever he goes . . . delighted audiences ask for more. And now, after time out for a smash-hit concert tour, he's stage-center once again in a bright new show of song,* easy conversation and favorite disks, every afternoon (Monday through Friday) on WCBS Radio. "*The result is,*" according to Variety (August 11), "*a soothing half-hour of good music. His taste in pop disks ranks with the best . . . He's easy on the between-the-disks patter, and his voice is as vibrant as ever . . . A pleasing entry to the housefrau audience!*"

Such comment comes as no surprise. Lanny's been pleasing housefraus and everybody else ever since the day when, as an apple-cheeked choir boy, he sang his first anthem in the St. John's Cathedral choir. He's sung his way to top-rank stardom (and into the hearts of the American public) in almost every field of entertainment – night clubs, movies, radio, television, stage, concert hall – and his list of sponsors has read like a "Who's Who in Advertising":

Maxwell House (*Showboat*)
. . . Lucky Strike (*Hit Parade*)
. . . Packard (*Mardi Gras*)
. . . Camel (*Caravan*)
. . . Franco-American
. . . Procter & Gamble
. . . Swift . . . Gulf Oil
. . . Hellmann's Mayonnaise.



Now, located melodically between Galen Drake and John Henry Faulk in WCBS Radio's afternoon parade of stars, Lanny Ross is singing and selling for Coca Cola, General Foods, McCormick & Company, Hunt Foods and Nescafe. If you'd like to join this distinguished list of advertisers, Lanny will be happy to accommodate you. Call Henry Untermeyer at WCBS Radio (PLaza 1-2345), or the nearest CBS Radio Spot Sales office, for details.

RADIO *New York*
CBS Owned

**With Milton Kaye at the piano*

Riding High...

Results of a test by one of the top advertising agencies, using WFBG-TV, frankly have been surprising. You, too, can use this proven pulling power to cover Pennsylvania between Pittsburgh and Harrisburg.

With WFBG-TV

Channel 10.....316,000 Watts Super Power

OTHER PLUS FEATURES

Television Sets 447,128
Families 651,267
Retail Sales .....2.1 Billion

Tower Height, 990 Feet Above Average Terrain

The Gable Broadcasting Co.

Altoona, Pa.

Represented Nationally By H-R Television, Inc.

WFBG TV AM

ABC NBC CBS DUMONT

FAYTHE VENT

on all accounts

FAYTHE VENT, radio-tv director of Rhoades & Davis Advertising, Los Angeles, has accumulated a great deal of experience in many phases of the broadcasting industry since she started in radio during her college days.

A native Ohioan, she was announcer, music librarian and manager of the Tiffin, Ohio, remote studios of WFIN Finley, Ohio, while an undergraduate of Heidelberg College. Following her graduation with a degree in Speech and English in 1948, she moved to WHIO Dayton as a copywriter, became secretary to the operations director, then moved to WHIO-TV as assistant commercial producer when that station started in 1950.

Later that year Miss Vent entered the agency field as copywriter and timebuyer for Foster & Davis Inc., Cleveland, where she later became supervisor of film commercial production.

Moves to CBS Spot Sales

In 1951, she moved to CBS Spot Sales, Detroit, as secretary and "general all-around girl," but she recalls she left that city to migrate to sunny California on the very first day of the winter snows that year. During her first year there she was secretary to NBC singing star Dinah Shore.

In 1953, Miss Vent joined the Los Angeles office of Edward Petry Co., station representative. She assumed her present position with Rhoades & Davis last February.

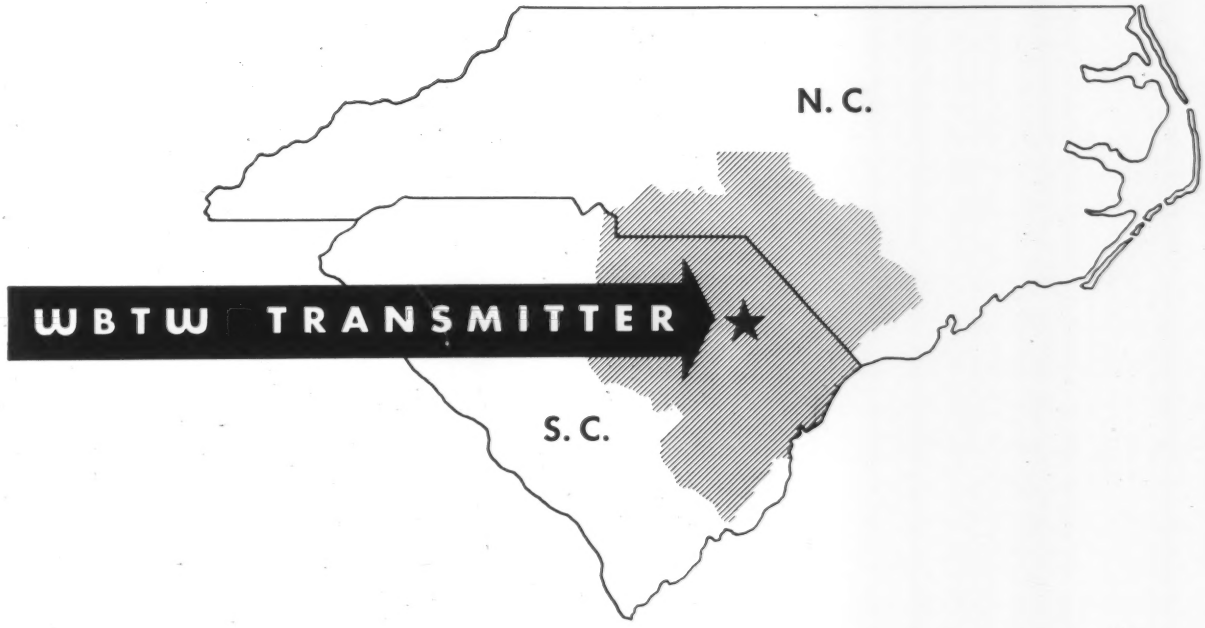
The petite and perceptive Miss Vent believes that agencies themselves, with their insistence on adjacencies, are responsible for most of the present evils of double-and-triple spotting of commercials. "Personally," she says, "I like a participation show with a local personality who will endorse the product. That way the advertiser can gain an identification for the product he doesn't get with adjacent spots."

In radio, she likes daytime shows, also with a strong personality and a loyal following, but she believes in surveying each market separately to determine what draws best in that particular area.

A very busy girl, Miss Vent insists she never has had time to develop hobbies. She does like to entertain and attend parties, concerts and the theatre. On outdoor sports, she comments, "I'm scared of water, but I'm an excellent beach-sitter."

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas in early October—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

Represented Nationally by CBS Television Spot Sales

CROSLEY GROUP ANNOUNCES

sweeping

Bigger audiences than ever!
Great programming! Intensive merchandising! And now—
NEW SAVINGS NO BUYER CAN RESIST!

BASIC TV GROUP

WLW-T, Cincinnati · WLW-D, Dayton · WLW-C, Columbus

10% Savings when time is bought on all 3 Basic TV Group stations, equal in length, classification and simultaneous (all in the same week).*

WLW-Radio, for perfect complementary coverage of the 50th State, 3,533,000 radio homes, of which 1,300,000 are non-TV homes.

30% Savings on WLW nighttime radio when using the Basic TV Group and buying an amount of time equal to the time purchased on the Basic TV Group in length, (used in the same week).

5% Additional Savings on the Basic TV Group when using WLW nighttime radio, equal to the Basic TV Group in length, and simultaneous (in the same week).

WLW-A, Atlanta

25% Savings when using the Basic TV Group, time to be equal in length, classification and simultaneous (in the same week).**

Compare!

SEE HOW YOU SAVE!

½ Hour, Class A, 52 Times

WLW-T, WLW-D, WLW-C, WLW-radio (nighttime) and WLW-A purchased separately: **$2,027.64**	Same Group with new Group Rate Discounts **$1,671.16**
Basic TV Group, WLW-T, WLW-D, WLW-C plus WLW-radio (nighttime) purchased separately: **$1,760.88**	Same Group with new Group Rate Discounts **$1,404.40**
Basic TV Group, WLW-T, (Cincinnati), WLW-D (Dayton), WLW-C (Columbus), PLUS WLW NIGHTTIME RADIO. **$1,404.40**	Next best TV stations: Cincinnati, Dayton and Columbus. NO RADIO. (No radio combination is comparable in coverage to WLW). **$1,283.20**

You save $501.00 since your WLW Nighttime radio with the combination of all discounts costs only $119.00, against $620.00 rate card.

It's the biggest bargain in advertising and sales history!

Special rates on participating programs on request.

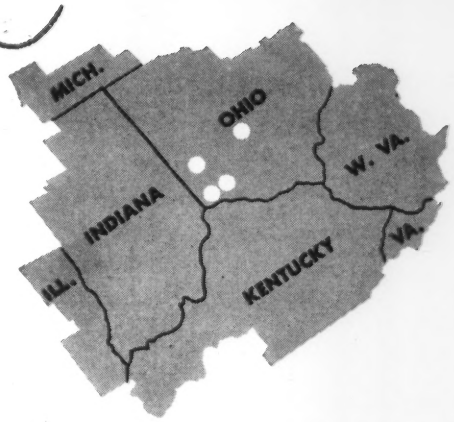
** Excepting certain announcements and published package prices.*

*** Replaces "Regional Discount" in WLW-A rate card.*

GROUP RATE savings

Bigger retail sales than all of Texas!
Twice the population of New Jersey!
5 times the effective buying income of the whole state of Kansas!

THE 50TH STATE



Home state of the Crosley Basic TV Group and WLW-radio

Figure it any way you want. Wheel and deal and work out any combination of stations. The answer will always be the same. The one best buy in the 50th STATE is the Crosley Basic TV Group—WLW-T, WLW-D, WLW-C—plus nighttime WLW-radio to penetrate the 1,300,000 non-TV homes (not to mention an additional 2,233,000 radio homes in the area). No other combination can give you so much coverage or comparable sales effectiveness at anywhere near the Crosley Group price.

Look at these boxcar figures for the 50th STATE!

		% OF U.S.	RANK AS STATE
Population	11,897,500	7.8	3
Families	3,442,400	7.5	3
Total Retail Sales	$11,114,445,000	6.8	4
Food Sales	$ 2,670,620,000	6.7	4
General Merchandise Sales	$ 1,244,529,000	6.6	5
Furniture & Appliance Sales	$ 584,665,000	6.5	4
Automotive Sales	$ 2,019,086,000	7.2	3
Drug & Proprietary Sales	$ 323,598,000	6.9	3
Effective Buying Income	$16,308,947,000	7.0	4
Farming Gross Income	$ 2,591,331,000	7.7	2

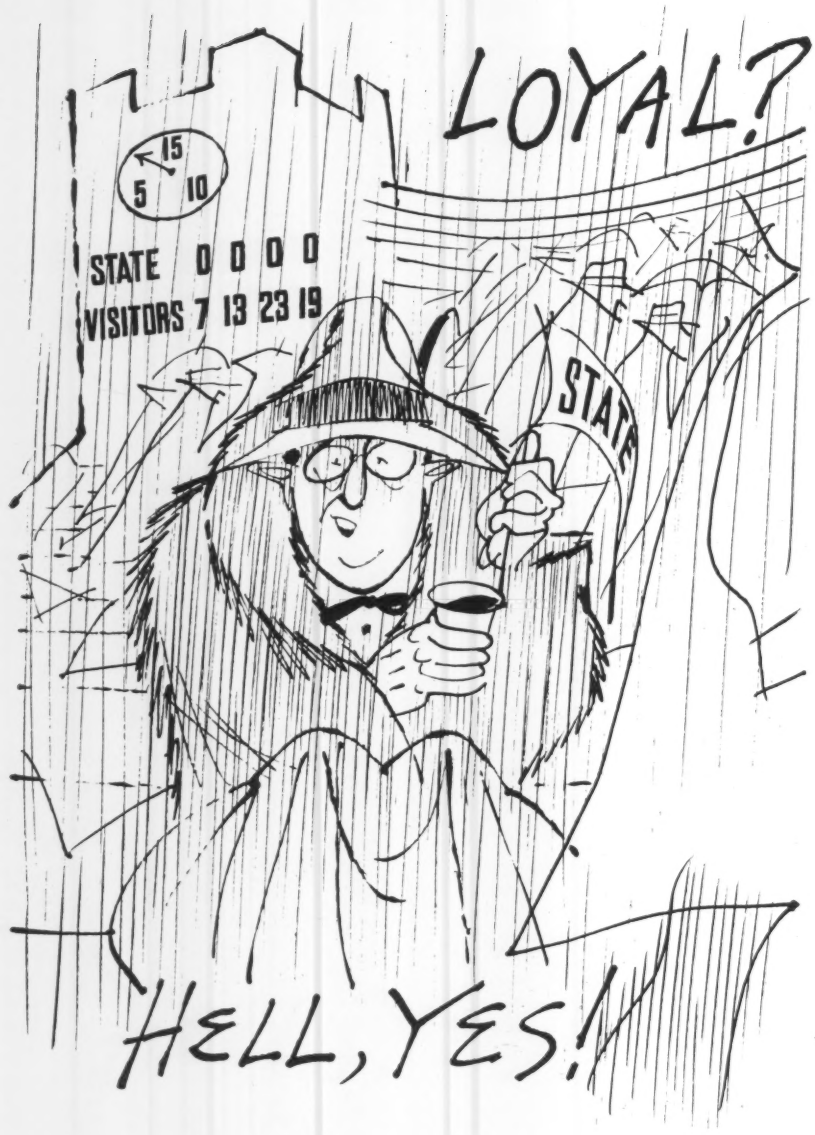
Call for a Crosley representative to come and see you—to sit down and figure out with you the low, low costs using Crosley's new Group Savings. You'll hardly believe it's possible to cut yourself in on an ELEVEN BILLION DOLLAR MARKET for so little!

Don't wait! At these rates, availabilities will narrow down fast!

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago



Sponsors pile up winning seasons, one after the other, with WBNS. We've got loyal listeners (in fact . . . more listeners than all other local stations combined). Our fans stick with us through the TOP 20 PULSE-rated programs and follow through with record purchases of WBNS-advertised products.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

IN PUBLIC INTEREST

KCSR 'Strikes Out' Polio

KCSR Chadron, Neb., pitched in with the local Kiwanis Club during a baseball telecast and raised nearly 10% of the emergency polio goal for Dawes County, the station reports. Five Kiwanians sat in on an all-star regional baseball game from the broadcast booth. A minimum of 10 one-dollar donations were required to allow each Kiwanian to give a play-by-play description of an inning. Pledges totaled $346 including a $10 donation given to an insurance agent to adlib a commercial for another agent.

And So to Sleep

KOL Seattle disc m.c. Bill Shela spent 48 hours on the air broadcasting from a downtown drugstore and from the street in front of the store in an appeal for funds for the Emergency March of Dimes. When his goal was reached Mr. Shela retired to the comfort of a waiting ambulance for a ride home to bed.

$9,000 Contribution

WBAL-TV Baltimore designed an Emergency March of Dimes campaign center and collected over $9,000 in two weeks from teenagers who visited the station as guests of *Teen Canteen*, afternoon dance party. Teenagers' aid was requested by State Senator George L. Radcliffe, State Chairman of the March of Dimes, who made his appeal in a speech over the station's facilities.

'Auctionthon'

WLAM-TV Lewiston-Auburn, Me., contributed its time and talent to a seven-hour Emergency Polio Fund campaign telethon which netted $915 to the drive. Two hundred items were donated by local citizens to be auctioned off over the air.

World's 'Record Talker'

CURLY DRUMM, commercial manager, KUDU Ventura, Calif., claims the world's record for continuous broadcasting by a single announcer with his stint of 110 hours, 10 minutes and 10 seconds during a recent marathon broadcast to raise funds to fight multiple sclerosis. Mr. Drumm said he read 800 commercials and played 3,000 records while consuming eight gallons of black coffee, two glasses of water, five chocolate bars, two beef sandwiches, three bowls of soup, a dish of gelatin and a piece of chocolate cake. He lost five pounds anyway.

MS 'Give-a-Thon'

KNXT (TV) Hollywood had received pledges of $163,000 in contributions for the Multiple Sclerosis fund by the end of its 17-hour *Give-a-Thon*. MS society officials reported collections "way ahead" of last year when the *Give-a-Thon* grossed $212,000 and they predicted that final contributions would exceed the amount pledged.

Pollution Series Acclaimed

WNBW (TV) Washington, D. C., has concluded its series of six half-hour telecasts exploring the causes of pollution in the Potomac river. The series, *Our Beautiful Potomac*, brought critical acclaim from local columnists, an American Legion citation of merit for the "father" of the series idea, plus being credited by the station with being instrumental in the signing of a sewage agreement between the District and Maryland, and reintroduction into Congress of a bill asking $40 million for new sewage treatment plants.

15th Consecutive Year of NIGHT News Sponsorship

Mr. W. G. Skelly, right, owner of KVOO, congratulates Mr. Louis W. Grant, President, Home Federal Savings and Loan Association, on his firm's tremendous growth during past 14 years.

For the 15th consecutive year, Home Federal Savings and Loan Association of Tulsa, signs up for full sponsorship of KVOO's 10:00 p.m. newscast. As Mr. Louis W. Grant, President of Tulsa's largest Savings and Loan Association says, "We believe in nighttime radio, especially in KVOO's tremendous coverage and dependable service. We credit our sponsorship of the 10:00 p.m. news on KVOO for a great deal of our remarkable growth these last 14 years. With depositors in 45 of the 48 States, we've gone, during this time, from a three and a half million dollar institution to one with deposits of over forty-three millions of dollars!"

If *you* have a service or product which the investment and buying minded people of Oklahoma's No. 1 Market would be interested in taking advantage of, you, too, will find profit and growth from a consistent KVOO schedule. There's no substitute for quality, especially in radio broadcasting, and KVOO's more than 29 years of outstanding service to an ever-increasing listenership, is your best guarantee of quality in the important Southwestern area of which Tulsa is the dynamic center.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Sponsored in it

NEW CUT-RATE PRICES!

SPONSORED FROM COAST TO COAST!

ALABAMA

Birmingham	Appliances
	Laundry & Cleaners
	Dairy Products
Mobile	Beverages
Montgomery	Food Core
	Appliances

ARKANSAS

Fort Smith	Beverages
Hot Springs	Participating
Little Rock	Food Core
Pine Bluff	Food Core

CALIFORNIA

Chico	Participating
Fresno	Syrup
Los Angeles	Syrup
Riverside	Syrup
Sacramento	Syrup
San Bernardino	Syrup
San Diego	Syrup
San Francisco	Syrup
Santa Barbara	Syrup
Stockton	Syrup

COLORADO

Colorado Springs	Shopping Center
Pueblo	Beer

D. C.

Washington	Dairy Products

FLORIDA

Belle Glade	Bottled Gas
Gainesville	Beverages
Jacksonville	Appliances
Miami	Laundry Co.
Orlando	Beer

GEORGIA

Atlanta	Beer
Columbus	Beer
Macon	Participating
Savannah	Food Core

IDAHO

Boise	Furniture
Burley	Retailers
Idaho Falls	Retail Stores
Lewiston	Retail Stores
Pocatello	Groceries
Twin Falls	Groceries
Weiser	Groceries

ILLINOIS

Bloomington	Participating
Chicago	Beer
Springfield	Food Core

PLUS

A 17 JEWEL GRUEN CURVEX WATCH FOR YOU TO GIVE AWAY

FREE

ON EVERY PROGRAM!

The most spectacular sales-making plan in your town.

Zi's THE Lond

GMBAR

rmen L
bert Lo
nny G
n Rodn
The

Lebert Lombar

Don

...city after city!

SPONSORED BY EVERY TYPE OF BUSINESS!

INDIANA		NEW JERSEY		SOUTH DAKOTA	
Columbus	Supplies	Atlantic City	Appliances	Rapid City	Shopping Center
Ft. Wayne	Drugs	NEW YORK		TENNESSEE	
Kokomo	Groceries	Binghamton	Used Cars	Chattanooga	Insurance
Lafayette	Bank		Dairy Products	Memphis	Used Powder
Richmond	Furniture		Beer	TEXAS	
Terre Haute	Appliances	Ledport	Used Cars	Dallas	Appliances
IOWA		New York City	Beer	Odessa	Furniture
Des Moines	Participating	Utica	Bank	San Antonio	Jewelry
Sioux City	Jewelry	NORTH CAROLINA		Waco	Jewelry
KENTUCKY		Durham	Retail Store	UTAH	
Ashland	Participating	OHIO		Cedar City	Drug
Louisville	Used Cars	Cincinnati	Used Cars	Price	Grocery
	Tool Coke	Columbus	Dairy Products	Provo	Dairy Products
LOUISIANA		Dayton	Participating	Richfield	Grocery
Alexandria	Furniture	Dover	Record Shop	Salt Lake City	Oil
New Orleans	Candy	Lima	Groceries	VERMONT	
Shreveport	Dairy Products	Marion	Dairy Products	Newport	Used Cars
	Refrigerators	OKLAHOMA		VIRGINIA	
MARYLAND		Enid	Groceries	Culpeper	Beer
Baltimore	Wine	Tulsa	Dept. Store	Fredericksburg	Beer
Cumberland	Beer	OREGON		Lynchburg	Beverage
Frederick	Beer	Coos Bay	Hay & Feed	Norfolk	Coffee
Hagerstown	Beer	Eugene	Hay & Feed	Staunton	Beer
MICHIGAN		Salem	Participating	Winchester	Beer
Adrian	Drugs	PENNSYLVANIA		WASHINGTON	
Ann Arbor	Ice Cream	Allentown	Clothing Store	Bellingham	Participating
Detroit	Used Cars		Bakery	Kirkland	Participating
Flint	Music Store	Erie	Furniture	WEST VIRGINIA	
Grand Rapids	Appliances		Appliances	Charleston	Tool Coh
Ionia	Participating	Lancaster	Paints	Oak Hill	Participating
Muskegon	Appliances	New Kensington	Appliances	Wheeling	Dept. Store
MISSOURI		Oil City	Stores	WISCONSIN	
St. Louis	Coffee	Philadelphia	Fish	La Crosse	Grocery
MONTANA		Warren	Furniture	Marinette	Bakery
Butte	Groceries	York	Oil	Merrill	Bakery
Great Falls	Groceries	RHODE ISLAND		Pepperlo	Participating
Helena	Drugs	Providence	Participating	Racine	Participating
Missoula	Groceries	SOUTH CAROLINA		Casper	Participating
Shelby	Mortuary	Charleston	Dept. Store	Cheyenne	Trading Post
NEBRASKA			Furniture	ALASKA	
Lincoln	Appliances	Columbia	Auto	Anchorage	Furniture
Omaha	Appliances	Greenville	Music	Fairbanks	Furniture
Scottsbluff	Wall Paper	Orangeburg	Jewelry	Juneau	Hardware

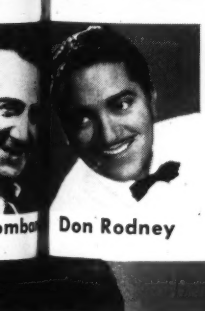
...Z/'s

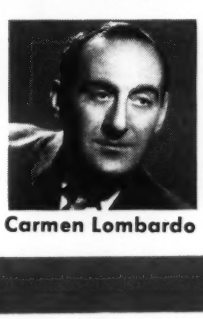
...GUY ...ardo SHOW

...MBARDO and his Royal Canadians

with

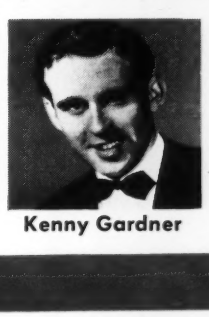
...rmen Lombardo	The Lombardo Trio
...bert Lombardo	The Twin Pianos
...nny Gardner	The Lombardo Picture Story
...n Rodney	David Ross
The Lombardo Mystery Medley	





Don Rodney

Carmen Lombardo



Kenny Gardner

NEVER BEFORE at SO LOW A PRICE!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

There's only one...

. . . STATUE OF LIBERTY, *presented to the United States by the people of France in 1884. Its torch, a symbol of hope to millions all over the world, shines over 350 feet above New York Harbor. The statue is visited by more than half a million people annually.*

And there's only one...

. . . advertising medium that single-handed covers the Industrial Heart of America. Only WWVA Radio in Wheeling, W. Va., reaches *all* the 100-odd counties of Eastern Ohio, Western Pennsylvania and West Virginia that comprise this Five Billion Dollar market . . . an area of unlimited sales opportunity for alert advertisers. WWVA, and only WWVA, blankets this entire area 24 hours a day with its dominating 50,000 watt signal, delivering the sales impact of high-rated CBS Network shows, coupled with the homespun appeal of WWVA's own local personalities. In this fabulous market live almost 5½ million people, who last year spent over $5 billion in retail stores alone. With WWVA Radio, you not only *reach* this market of more than a million and a half radio homes, but you *sell* it completely with

- One Medium
- One Cost
- One Billing

For additional market information and time availabilities, write, wire or phone

WWVA

Wheeling, W. Va.
50,000 watts—CBS Radio

STEINER BROADCASTING COMPANY

JOHN BLAIR & COMPANY

National Sales Director—Tom Harker
118 E. 57th St., N.Y.C., EL 5-7600

BROADCASTING TELECASTING

September 13, 1954 Vol. 47, No. 11

RADIO OUTLOOK FOR FALL: LOCAL TO GAIN, SPOT STEADY

Only network radio reveals a definite dip, with the uncertainty of the rate situation further complicating the picture.

LOCAL up; spot even or perhaps up a little; network down.

That's a quick summary of the outlook for radio business in the months ahead, according to B•T's sixth annual radio business preview.

BAB executives predict confidently that radio business placed at the local level will hit an all-time high this fall. SRA spokesmen, while admitting that many of radio's spot clients are transferring appropriations to tv, believe that there's enough new business in sight to balance the scale, if not tip it in the right direction.

Even on the network front the picture is not ineradicably black. At the moment it appears that the downward trend in radio network billings has not hit bottom. But the situation could be altered if projected but still unimposed nighttime rate cuts of around 20% were avoided.

In contrast to an anticipated 20 to 25% gain in network tv as estimated three weeks ago [B•T, Aug. 30], radio network business, as summarized in the table on this page, reveals the total number of hours sold this August by the four nationwide radio networks for this fall to have dipped some 19% below the total sold in August 1953.

The drop is consistent in both daytime and nighttime hours. Only exception to the general decline in total business is that of ABC Radio, which actually increased by at least 10% its hours sold on the August-to-August comparison.

Other Network Comparisons

CBS Radio shows the greatest hour decline, slipping some 45%; MBS is off by about 17%, and NBC, repeating the same percentage drop it felt a year ago from 1952, also is down 17%.

An indication of the readjustment now underway among the networks is CBS Radio's decline of some 62% in its nighttime hours and the 39% jolt in its daytime periods. Although these percentages are certain to be improved by additional sales before October—as is true also in the case of other networks—CBS Radio obviously scores lower on its sales ledger because of the failure alone of such traditional advertisers as Colgate-Palmolive and General Electric to renew existing shows or purchase new programs with the network as of last month.

This tightening by the big-money advertisers is noticeable not only with CBS but in general with the other networks.

Among the top advertisers reducing—thus far—their network radio purchases for the fall, for example, are American Home Products down from five to three programs (comparing sales as of last month with last October's programs on the air); American Tobacco Co. with a lineup slimmed from three to two; Colgate-Palmolive from six to three; General Foods from 12 to four; Philip Morris from three to one and Procter & Gamble from 17 to 11.

The count of total programs sponsored reveals 251 units in 1953 compared to 198 in 1954, a loss of 53 units.

But despite this unit loss, and disappearance of some radio sponsors, there still will be a number of advertisers new to network radio in 1954.

Among the advertisers which will appear in network radio this fall but which were not sponsors during last October are Rockwood & Co., Adolph's Ltd., Calgon Inc., Glamorene Inc., Hawaiian Pineapple; Minnesota Mining & Mfg., Nehi Corp., Van Camp Sea Food Co., Whitehall Pharmacal, Mytinger & Casselberry Inc., Allis Chalmers Mfg., Aero-Mayflower Transit Co., Avco Mfg. Corp. (Crosley div.), Barbasol, CBS-Columbia Inc., Helene Curtis, Falstaff Brewing, General Tire & Rubber Co., Harrison Products, Hexol Inc., Lemon Products Advisory Board; Realemon-Purina; Table Products; Vitamin Corp. of America.

While B•T's breakdown of time sales attempts to be inclusive in its listings and totals, certain business items which would alter an "average" October week's activity are omitted. Among these are one-time shots, for example the World Series broadcasts on MBS in October, saturation plans such as that of Chrysler Corp. which involved some six CBS programs last October, Pabst Brewing's sponsorship of the Turpin-Olson boxing bout that month, State Farm Insurance Co.'s National Corn Picking Contest on 407 MBS stations, etc.

Also eliminated from the figures are network purchases by sponsors wherein the total stations are less than 20. Where more than one sponsor participates in a show, time is divided equally except in some instances where one of the participants sponsors more time per week than another participant.

Radio Network Time Sales For Fall

Network	Hours of Network Commercials Per Week		
	On Air in Oct. '53	Sold as of Aug. 15, '53	Sold as of Aug. 15, '54
DAYTIME			
ABC	25:47½	20:15	23:37½
CBS	41:57½	44:35½	27:37½
MBS	19:10	17:12½	15:00
NBC	25:02½	25:07½	22:27½
Total	111:57½	107:10½	88:42½
EVENING			
ABC	11:07½	8:25	7:45
CBS	24:48½	18:05	7:20
MBS	6:21	6:40½	4:54
NBC	17:15	17:15	13:20
Total	59:32	50:25½	33:19
TOTALS			
ABC	36:55	28:40	31:22½
CBS	66:46	62:40½	34:57½
MBS	25:31	23:53	19:54
NBC	42:17½	42:22½	35:47½
Total	171:29½	157:36	122:01½

Reflecting the network radio situation this fall, Publishers Information Bureau only a fortnight ago released data showing that although combined radio-tv network billings for the first seven months of 1954 were up about 19% over the same period last year, radio billings had slumped almost 11.5% [B•T, Sept. 6].

That same week, however, Executives Radio-Tv Service, Larchmont, N. Y., reported a general increase of radio stations being used by major national spot advertisers.

A far from gloomy outlook is given by BAB officials, who upon their return from a summer swing of three months of sales clinics with more than 1,800 station executives and salesmen in 37 cities, said in New York that stations expect fall business to be the best in history for radio.

Another impression garnered by the BAB spokesmen was that tv has become "just another competitor and not particularly a formidable one" at the local level in markets where tv has been established for some years.

Auto Advertising Problems

Automobile dealer advertising, with manufacturers sharing the cost, is about the only trouble spot in stations' revenue pictures, BAB maintained, but steadily increasing cooperative advertising allowances from appliance manufacturers, some improvement in the chain store situation, and greater improvement in department store, specialty shop and supermarket patronage of radio stations were noted in all sections of the country.

Network sales heads, surveying the coming season, summarized the fall outlook thus:

Charles T. Ayres, vice president in charge of the ABC Radio network: "The record of ABC Radio network this year speaks for itself. The latest PIB figures for the first seven months of this year show that ABC Radio's gross time sales are equal to those of the comparable 1953 period. This is contrary to the trend in network radio, according to the PIB figures.

"It is also a matter of record that ABC Radio's gross time sales for June and July of this year are 8% above those of 1953, again contrary to the trend in network radio. We are not prognosticators nor fortune tellers. But selling radio is our business. We are hopeful that ABC Radio network's gross time sales this year will be higher than those of 1953."

John Karol, vice president in charge of sales, CBS Radio, noted: "During the past six years, all advertising media have been operating in an area of change as they have absorbed television into the media fraternity. Network radio has felt the turbulence of readjustment more than other forms of advertising. This process of learning to live with the new member of the family has now come to its conclusion. And we believe there are no new media developments

(Text continued on page 38. Detailed tables of network advertisers overleaf.)

Radio Network Advertisers for Fall, 1954 Compared to 1953

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Adolph's Ltd.						
Arthur Godfrey		CBS		206		d0:07½
Aero-Mayflower Transit Co.						
News		ABC		n		1:00
Allis-Chalmers Mfg. Co.						
Nat'l Farm & Home Hour		NBC		200		d0:30
American Dairy Assn.						
Bob Hope Show	71,825	NBC	158	161	0:30	0:30
American Federation of Labor						
Frank Edwards, News	99,301	MBS	152		1:15	
Harry Flannery		MBS		202		1:15
American Home Products						
Romance of Helen Trent	100,155	CBS	186	192	d1:15	d1:15
Front Page Farrell	44,009	NBC	150		d1:15	
Our Gal Sunday	98,692	CBS	179	192	d1:15	d1:15
Just Plain Bill	44,131	NBC	151		d0:37½	
Gabriel Heatter	88,976	MBS	520	522	0:30	0:30
American Safety Razor Corp.						
Frank Goss, News	6,877	CBS	20		d0:30	
Walter Winchell		ABC		341		0:07½
American Telephone & Telegraph Co.						
The Telephone Hour	62,752	NBC	200	200	0:30	0:30
American Tobacco Co.						
Jack Benny	69,888	CBS	212	206	0:30	0:30
The American Way	86,300	CBS	213		0:30	
The Big Story	63,757	NBC	205		0:30	
Doug Edwards, News		CBS		206		0:15
Anheuser-Busch Inc.						
Bill Stern	147,384	ABC	300	344	1:15	1:15
Animal Foundation Inc.						
Galen Drake	12,565	CBS	75		d0:15	
Charles Antell Inc.						
Martin Block		ABC		216		d0:45
Hair Care		ABC		216		d1:00
Armour & Co.						
Dial Dave Garroway	108,289	NBC	129		d1:15	
Fibber McGee & Molly		NBC		n		0:15
It Pays To Be Married		NBC		n		d0:15
Assemblies of God						
Revival Time		ABC		344		d0:30
Avco Mfg. Co.						
Football Game of the Week		NBC		200		d2:00
Barbasol Co.						
Tune Time		MBS		569		d0:45
Bekins Van & Storage Co.						
Hollywood Music Hall	4,150	CBS	24		0:30	
World Today—Carroll Alcott	2,960	CBS	20		d0:45	
Beltone Hearing Aid Co.						
Paul Harvey, Comments	22,006	ABC	124	122	0:15	0:15
Gabriel Heatter		MBS		537		0:07½
Best Foods						
Ralph Story's Backyard	3,210	CBS	21		d0:15	
Block Drug Co.						
Gabriel Heatter, News	29,123	MBS	385		d0:12½	
Bristol-Myers Co.						
Nora Drake		CBS		206		d0:37½
Godfrey Digest		CBS		206		d0:15
Burlington Mills Corp.						
Cameo Serenade Room	62,836	ABC	86		1:00	
Calgon Inc.						
Galen Drake		CBS		66		d0:10
Campana Corp.						
Bill Shadel, News	13,593	CBS	188		d0:05	
Arthur Godfrey		CBS		205		d0:30
Campbell Soup Co.						
Double or Nothing	192,220	ABC	349		d2:05	
Cannon Mills Inc.						
Give and Take	35,715	CBS	156		d0:30	
Carnation Co.						
Stars Over Hollywood	45,928	CBS	201		d0:30	
CBS Newsroom—Sunday Desk	2,000	CBS	23		d0:10	
When a Girl Marries		ABC		291		d1:15
Carter Products Inc.						
Squad Room	7,200	MBS	486		0:01p	
Walter Winchell	23,948	ABC	341		0:07½	
Fibber McGee & Molly		NBC		n		0:05
Second Chance		NBC		n		d0:05
It Pays To Be Married		NBC		n		d0:05
City Hospital		CBS		204		d0:30
Meet Corliss Archer		CBS		206		0:15
Chesebrough Mfg. Co.						
Dr. Christian	65,800	CBS	189		0:30	
Christian Reformed Church						
Back to God Hour	24,382	MBS	271	268	d0:30	d0:30
Chrysler Corp.						
You Bet Your Life	63,384	NBC	205	200	0:30	0:30
Roy Rogers		NBC		200		0:30
Cities Service Co.						
Band of America	48,142	NBC	133	118	0:30	0:30
Clinton Foods Co.						
Arthur Godfrey	67,056	CBS	192		d0:37½	
Club Aluminum Products Co.						
Club Time	4,470	ABC	42		d0:15	
Coca-Cola Co.						
Coke Time	22,049	MBS	356		0:30	
Coke Time	103,480	NBC	204		0:30	
Eddie Fisher		MBS		205		0:30
Colgate-Palmolive Co.						
The Phrase That Pays	79,160	NBC	196	200	d1:15	d1:15
Lorenzo Jones	79,044	NBC	196	200	d1:15	d1:15
Strike It Rich	158,063	NBC	196	200	d2:30	d2:30
Mr. & Mrs. North	68,296	CBS	206		0:30	
Louella Parson's Show	42,992	CBS	189		0:15	
Our Miss Brooks	59,484	CBS	206		0:30	
CBS Columbia Inc.						
Amos 'n Andy		CBS		206		0:15
Congress of Industrial Organizations						
John W. Vandercook, News	107,329	ABC	149	159	1:15	1:15
Consolidated Cosmetics						
Bergen-McCarthy	33,495	CBS	199		0:15	
Continental Baking Co.						
Make Up Your Mind	70,276	CBS	55	57	d1:15	d1:15
Corn Products Refining Co.						
Sunshine Sue	48,286	CBS	70		d1:15	
Cream of Wheat Corp.						
Theatre of Today	31,557	CBS	159		d0:25	
Credit Union Nat'l Assn.						
Gabriel Heatter	21,876	MBS	513		0:15	
Twenty Questions	15,354	MBS	68		0:08	
Lorne Greene		MBS		446 405		d0:05 0:05
Helene Curtis Industries						
Robert Q. Lewis		CBS		206		d0:15
Dawn Bible Students Assn.						
Frank & Ernest	15,050	MBS	387	365	d0:15	d0:15
Edison Chemical Corp.						
Edward R. Murrow	553	CBS	23		0:07½	
William Edris Co.						
CBS-Newsroom—Sunday Desk	500	CBS	23		d0:10	
Electric Auto-Lite Co.						
Suspense	72,276	CBS	196		0:30	
Electric Cos. Advertising Program						
Meet Corliss Archer	39,210	ABC	289		0:25	
Emerson Drug Co.						
Falcon	12,000	MBS	481		0:01p	
Deadline	12,000	MBS	481		0:01p	
Titus Moody	6,750	MBS	501		0:10	
Eno—Scott & Bowne						
FBI in Peace & War	21,851	CBS	198		0:10	
Meet Millie	28,026	CBS	199		0:10	
Mr. Keen	27,936	CBS	199		0:10	
Ex-Lax Inc.						
Modern Romances	75,465	ABC	330		d0:45	
Falstaff Brewing						
Game of the Day		MBS		160		d2:00
Faultless Starch Co.						
Faultless Starch Time	6,312	NBC	71		d0:15	
Firestone Tire & Rubber Co.						
The Voice of Firestone	60,606	NBC	158		0:30	
The Voice of Firestone		ABC		314		0:30
First Church of Christ Scientist						
Monitor Views the News	14,508	ABC	46	n	0:15	0:15
Florida Citrus Commission						
Florida Calling		MBS		547		d2:05
Flotil Products Co.						
Galen Drake		CBS		206		d0:05
Ford Motor Co.						
Edward R. Murrow		CBS		123		0:45
Free Methodist Church of N. America						
Light & Life Hour	10,376	ABC	56	n	d0:30	d0:30
Gen. Conference of Seventh-Day Adventists						
Voice of Prophecy	22,440	MBS	314	303	d0:30	d0:30
Voice of Prophecy	19,914	ABC	153	297	d0:30	d0:30
General Electric Co.						
Playhouse	17,006	CBS	205		0:30	
Meet Mr. McNutley	85,845	CBS	206		0:30	
Adventures of Ozzie & Harriet	41,787	ABC	240		0:15	
Bing Crosby Show	68,540	CBS	204		0:30	
General Foods Corp.						
Renfro Valley	27,359	CBS	108		d0:45	
Father Knows Best	55,016	NBC	151		0:30	
Bob Hope	124,813	NBC	160		d1:15	
Log Cabin News	8,056	NBC	149		0:05	
Wendy Warren, News	93,174	CBS	161		d1:15	
Roy Rogers	45,845	NBC	149		0:25	
Robert Q. Lewis	17,378	CBS	85		d0:50	
Gunsmoke	46,456	CBS	99		0:25	
Second Mrs. Burton	86,692	CBS	145	163	d1:00	d1:15
Beulah	63,483	CBS	121		0:45	
Galen Drake	12,105	CBS	151	118	d0:05	d0:25
Sanka Salutes	9,294	CBS	99	84	0:05	0:05
Sunday Morning		CBS		118		d0:25
General Mills						
Whispering Streets	71,220	ABC	248	329	d1:00	d1:15
Lone Ranger	114,976	ABC	173	172	1:15	1:15
Sam Hayes	13,192	ABC	42	45	d1:15	d1:15
The Bill Ring Show	19,896	ABC	119		d1:15	
Betty Crocker	46,595	ABC	286	318	d0:45	d0:45
Joe Emerson's Hymn Time	4,222	ABC	23		d1:15	
Silver Eagle		ABC		180		1:15
General Motors						
Dinah Shore	73,840	NBC	175	200	0:30	0:30
Your Land & Mine	47,148	ABC	334	328	0:15	0:15
Arthur Godfrey	76,604	CBS	199	205	d0:37½	d0:37½
Jackson-Trout, News		CBS		206		d1:00
General Tire & Rubber Co.						
Harry Wismer		MBS		464		d0:30
Gillette Co.						
Romance of Helen Trent		CBS		192		d0:30
Corliss Archer		CBS		206		0:15
Our Miss Brooks		CBS		206		0:15
Fights	91,994	ABC	319		0:30	
Breakfast Club	41,132	ABC	310		d0:30	
Whispering Streets	52,353	ABC	326		d0:40	
Family Skelton	70,103	CBS	175		0:37½	
Wizard of Odds	47,632	CBS	181		d0:15 0:37½	
Fun for All	46,634	CBS	205		d0:30	
Turn to a Friend	53,863	ABC	297		d1:00	
Arthur Godfrey	66,176	CBS	205	206	d0:37½	d0:30
This Is Nora Drake	37,451	CBS	197	206	d0:30	d0:30
One Man's Family		NBC		200		d0:30
Stella Dallas		NBC		174		d0:30
Young Widder Brown		NBC		174		d0:30
People Are Funny		NBC		200		0:15
Frank Sinatra		NBC		200		0:30
Boxing		NBC		200		0:30
Glamorene Inc.						
Arthur Godfrey		CBS		206		d0:37½
B. F. Goodrich Co.						
Weekend	5,233	NBC	176		d0:10	
Goodyear Tire & Rubber Co.						
Greatest Story	38,280	ABC	330	n	d0:30	d0:30
Gospel Broadcasting Assn.						
Old Fashioned Revival Hour	53,572	ABC	275	254	d1:00	d1:00
Billy Graham Evangelistic Assn.						
Hour of Decision	36,878	ABC	296	292	d0:30	d0:30

Source of October 1953 dollar figures: Publishers Information Bureau
d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation;
* — Total time costs for full program package.

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Green Giant Co.						
Houseparty	28,445	CBS	173		d0:15	
Greystone Corp.						
Galen Drake	13,051	CBS	89		d0:15	
Gruen Watch Co.						
Walter Winchell	23,902	ABC	341		0:07½	
Hall Bros. Inc.						
Hall of Fame	67,684	CBS	199		0:30	
Harrison Products Inc.						
The Shadow		MBS	554		d0:30	
Hawaiian Pineapple Co.						
Houseparty		CBS		175		d0:15
Healing Waters Inc.						
Dr. Oral Roberts	17,511	ABC	151	312	d0:30	d0:30
Hexol Inc.						
Dr. Paul		NBC		34		d0:37½
Highland Church of Christ						
Herald of Truth	25,038	ABC	179	168	d0:30	d0:30
Hills Bros. Coffee Inc.						
Ruth Ashton	9,504	CBS	45		d0:25	
George A. Hormel & Co.						
Music With Hormel Girls	34,397	CBS	125		d0:30	
International Cellucotton Products Co.						
Robert Q. Lewis	33,831	CBS	200		d0:37½	
International Harvester Co.						
Man on the Go	125,928	NBC	152		1:15	
Andrew Jergens Co.						
Time for Love	46,475	CBS	130		0:30	
Johns-Manville Corp.						
Bill Henry, News	68,713	MBS	433	454	0:25	0:25
S. C. Johnson & Son						
News Shows	168,731	MBS	543	480	d3:00	d0:50 d0:55
Fred Jordan Inc.						
The Church in the Home	3,712	ABC	38		d0:30	
Kaiser Motors Corp.						
Lowell Thomas	177,056	CBS	156		1:15	
N. Y. Philharmonic Symphony	83,147	CBS	199		d1:30	
Kellogg Co.						
Wild Bill Hickok	75,571	MBS	453	475	d1:15	d1:15
Arthur Godfrey	10,651	CBS	188	201	d0:37½	d0:30
Houseparty	52,024	CBS	192	201	d0:15	d0:30
Knomark Mfg. Co.						
Arthur Godfrey	66,616	CBS	193		d0:37½	
The Lambert Co.						
Adventures of Ozzie & Harriet	32,772	ABC	321		0:15	
Lemon Products Advisory Board						
Falcon		MBS		508		0:01p
Squad Room		MBS		508		0:01p
Counterspy		MBS		508		0:01p
Lever Bros. Co.						
Lux Radio Theatre	119,376	CBS	187		1:00	
Arthur Godfrey	46,408	CBS	196	199	d0:37½	d0:30
Aunt Jenny	121,683	CBS	181	195	d1:15	d1:15
Godfrey Talent Scouts	59,016	CBS	173	163	0:30	0:30
Houseparty	52,861	CBS	181	186	d0:45	d0:45
Falcon	*	MBS	479		0:01p	
Mickey Spillane	*	MBS	479		0:01p	
Deadline	*	MBS	479		0:01p	
Official Detective	*9,000	MBS	479		0:01p	
Take a Number	*9,000	MBS	479		0:01p	
Lux Radio Theatre		NBC		200		1:00
Lewis Food Co.						
Shirley Thomas	2,640	CBS	28	21	d0:25	d0:30
Lewis-Howe Co.						
Fibber McGee & Molly	9,749	NBC	189	n	0:15	0:05p
It Pays To Be Married	4,268	NBC	143	n	d0:15	d0:05p
Second Chance	4,572	NBC	157	n	d0:15	d0:05p
Liggett & Myers Tobacco Co.						
Les Griffith, News	86,127	ABC	327		0:25	
Arthur Godfrey	85,575	CBS	211		d0:45	
Perry Como	146,198	MBS	522		0:45	
Dragnet	63,671	NBC	205	200	0:30	0:30
Gunsmoke		CBS		206		0:30
Perry Como		CBS		206		0:45
Second Chance		NBC		n		d0:05
Locke Stove Co.						
Duke of Paducah	12,415	CBS	26		0:30	
Longines-Wittnauer						
Symphonette	29,898	CBS	123	126	d0:30	d0:30
Symphonette	4,416	CBS	123	126	0:30	0:30
Choraliers	67,621	CBS	110	126	1:00	0:30
Larry Lesueur		CBS		126		0:30
P. Lorillard Co.						
Mon. Morning Headlines	28,863	ABC	343	341	0:15	0:15
Taylor Grant, News	35,663	ABC	334	337	0:15	0:15
Two for the Money	85,610	CBS	206	206	0:30	0:30
Queen for a Day	119,868	MBS	525	551	d1:15	d1:15
Lutheran Church—Missouri Synod						
Lutheran Hour	30,036	MBS	485	465	d0:30	d0:30
M. J. B. Co.						
Chet Huntley, News	9,526	ABC	56		d1:15	
Manhattan Soap Co.						
Family Skelton	69,608	CBS	175		0:37½	
Wizard of Odds	33,239	CBS	180		d0:15 0:37½	
Woman in My House	127,637	NBC	195		d1:15	
Mars Inc.						
People Are Funny	58,616	CBS	172		0:30	
People Are Funny		NBC		200		0:15
Mennen Co.						
Frank Goss, News	7,241	CBS	22		d0:45	
Metropolitan Life Insurance Co.						
Alan Jackson, News	39,769	CBS	30	31	1:15	1:15
Miles Labs.						
Hilltop House	93,148	CBS	147		d1:15	
News of the World	147,737	NBC	184	184	1:15	1:15
Curt Massey Time	96,712	CBS	149		d0:15 1:15	
Curt Massey Time	105,001	MBS	475		d1:15	
Break the Bank	71,849	NBC	161	161	d1:15	d1:15
One Man's Family	145,090	NBC	182		1:15	
Break the Bank		MBS		472		d1:15
Just Plain Bill		NBC		184		d1:15
Milner Products Co.						
Robert Q. Lewis	12,861	CBS	122		d0:15	
Minnesota Mining & Mfg. Co.						
Arthur Godfrey		CBS		206		d0:30
Philip Morris & Co.						
My Little Margie	67,592	CBS	203	145	0:30	0:30
Sports Ten	123,343	MBS	450		0:50	
My Little Margie	26,592	MBS	368		0:50	
Motor Products Corp.						
Gabriel Heatter	55,014	MBS	519	527	0:15	0:07½
Murine Co.						
Beulah	28,503	CBS	154		0:15	
Cedric Adams	18,009	CBS	167		0:05	
Larry Lesueur, News	9,032	CBS	163		d0:15	
Gabriel Heatter		MBS		529		0:07½
Fibber McGee & Molly		NBC		n		0:05p
Amos 'n Andy Music Hall		CBS		206		0:15
Mutual Benefit Health & Accident Assn.						
Bob Considine	29,541	NBC	182		0:15	
Bob Considine		MBS		564		0:15
Mytinger & Casselberry Inc.						
Nutrilite Show		NBC		146		0:30
National Biscuit Co.						
Arthur Godfrey	68,651	CBS	201	204	d0:37½	d0:30
National Dairy Products Corp.						
The Great Gildersleeve	65,939	NBC	183		0:30	
Edgar Bergen		CBS		206		1:00
National Homes Corp.						
Gabriel Heatter	59,614	MBS	362		d0:30	
Naumkeag Steam Cotton Co.						
Paula Stone	11,836	MBS	544		d0:15	
Nehi Corp.						
Robert Q. Lewis		CBS		164		d0:15
North American Van Lines Inc.						
CBS Newsroom—Sunday Desk	2,394	CBS	45		d0:10	
Gabriel Heatter	20,785	MBS	385		d0:20	
Owens-Corning Fiberglass Corp.						
Arthur Godfrey Digest	33,960	CBS	203		d0:30	
Pacific Western Oil Corp.						
Alex Drier and This Farming Business	17,020	NBC	29	30	d1:30	d1:30
Packard Motor Car Co.						
News	141,526	ABC	346		1:07½ d1:07½	
Pan American Coffee Bureau						
Ralph Story's Backyard	2,943	CBS	21		d0:12½	
Mickey Spillane		MBS		510		0:01p
Official Detective		MBS		510		0:01p
Pet Milk Co.						
Truth or Consequences	74,282	NBC	179		0:30	
Mary Lee Taylor	40,569	NBC	169		d0:30	
Arthur Godfrey		CBS		206		d0:37½
Philco Corp.						
Edwin C. Hill	34,986	ABC	275		0:25	
Playhouse	54,839	ABC	273		0:30	
Breakfast Club	121,674	ABC	342	330	d1:15	d0:45
Pillsbury Mills Inc.						
Houseparty	76,169	CBS	192	204	d1:00	d1:00
Arthur Godfrey	100,511	CBS	203	204	d1:07½	d0:30
Procter & Gamble Co.						
Rosemary	71,757	CBS	116	103	d1:15	d1:15
Young Dr. Malone	74,690	CBS	162	160	d1:15	d1:15
Road of Life	83,340	NBC	177	143	d1:15	d1:15
Pepper Young's Family	84,142	NBC	180	176	d1:15	d1:15
FBI in Peace & War	22,348	CBS	198		0:10	
Mr. Keen	27,874	CBS	199		0:10	
Welcome Travelers	150,749	NBC	163	164	d1:15	d1:30
Right to Happiness	83,750	NBC	171	176	d1:15	d1:15
Brighter Day	77,264	CBS	175	173	d1:15	d1:15
Backstage Wife	80,158	NBC	192	188	d1:15	d1:15
Guiding Light	76,428	CBS	161	132	d1:15	d1:15
Ma Perkins	84,729	CBS	166	170	d1:15	d1:15
Perry Mason	77,844	CBS	173	163	d1:15	d1:15
Life Can Be Beautiful	84,977	NBC	184		d1:15	
Road of Life	71,830	CBS	154		d1:15	
Squad Room	3,000	MBS	486		0:01p	
Falcon	*	MBS	481		0:01p	
Mickey Spillane	*	MBS	481		0:01p	
Deadline	*	MBS	481		0:01p	
Official Detective	*	MBS	481		0:01p	
Take a Number	*22,500	MBS	481		0:01p	
Prudential Insurance Co. of America						
Jack Berch Show	68,948	ABC	297		d0:25	
Fibber McGee & Molly		NBC		n		0:25p
Quaker Oats Co.						
Queen for a Day	36,372	MBS	541		d0:30	
Sgt. Preston of the Yukon	56,620	MBS	393	409	d1:00	d1:00
Man on the Farm	30,144	MBS	414		d0:30	
Breakfast Club		ABC		335		d0:45
Radio Bible Class						
Radio Bible Class	9,920	ABC	28	n	d0:30	d0:30
Radio Bible Class	27,593	MBS	303	259	d0:30	d0:30
Radio Church of God						
The World Tomorrow	3,241	ABC	80	n	d0:25	d0:30
Radio Corp. of America						
Phil Harris-Alice Faye Show	79,589	NBC	205		0:30	
One Man's Family		NBC		200		0:15
McGee-Molly		NBC		n		0:10p
Second Chance		NBC		n		d0:05p
It Pays To Be Married		NBC		n		d0:05p
Weekend		NBC		n		d0:05p
Road Show		NBC		n		d0:05p
Ralston-Purina Co.						
Eddie Arnold Show	32,774	NBC	107		0:30	
Space Patrol	48,777	ABC	349	n	d0:30	d0:30
Realemon-Puritan Co.						
Breakfast Club		ABC		307		d0:45
Rexall Drug Inc.						
Amos 'n' Andy	68,440	CBS	212		0:30	
Gabriel Heatter	29,123	MBS	384		d0:12½	
R. J. Reynolds Tobacco Co.						
Squad Room	6,000	MBS	486		0:01p	
Walk a Mile	61,855	NBC	199	200	0:30	0:30
Grand Ole Opry	29,442	NBC	94	96	0:30	0:30
Falcon	*	MBS	416	509	0:01	0:01p
Mickey Spillane	*	MBS	416	509	0:01	0:01p
Official Detective	*19,500	MBS	416	509	0:01	0:01p
Squad Room		MBS		509		0:01p
Counterspy		MBS		509		0:01p
Richfield Oil Corp.						
Richfield Reporter	26,858	NBC	21	21	1:30	1:30

Source of October 1953 dollar figures: Publishers Information Bureau
d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation; * — Total time costs for full program package.

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Rockwood & Co.						
Breakfast Club		ABC		n		d0:30
The S. O. S. Co.						
Falcon	*	MBS	482	509	0:01p	0:01p
Spillane	*	MBS	482		0:01p	
Deadline	*	MBS	482		0:01p	
Official Detective	*	MBS	482	509	0:01p	0:01p
Take a Number	*33,000	MBS	482		0:01p	
Safeco Auto & Fire Ins. Co. of America						
Edward R. Murrow	1,076	CBS	22		d0:22½	
Schering Corp.						
Gabriel Heatter	52,352	MBS	468		0:15	
Seeman Bros. Inc.						
This Is Nora Drake	77,028	CBS	196		d0:45	
Whispering Streets		ABC		346		d1:00
Sheila Graham		ABC		n		d0:05
Staley Mfg. Co.						
Arthur Godfrey		CBS		206		d0:30
Standard Oil Co. of California						
The Whistler	6,292	CBS	28		0:30	
The Standard Hour	12,130	NBC	26	25	1:00	1:00
Standard Oil of Indiana						
Larry Lesueur	103,652	CBS	85		0:52½	
Edward R. Murrow		CBS		83		1:15
Rhythm on the Road		CBS		83		d0:30
Star-Kist Foods Inc.						
Arthur Godfrey	61,960	CBS	197	198	d0:37½	d0:30
State Farm Insurance Cos.						
Cecil Brown	30,625	MBS	470	500	0:10	d0:10
Jack Brickhouse		MBS		504		d0:10
Sterling Drug Co.						
Ladies Fair	140,800	MBS	540		d2:05	
Stella Dallas	89,498	NBC	164	174	d1:15	d0:45
Mystery Theatre	61,780	ABC	344		1:00	
My True Story	154,105	ABC	260	257	d2:05	d2:05
Young Widder Brown	89,499	NBC	164	174	d1:15	d0:45
Stewart-Warner						
John Cameron Swayze	31,376	NBC	199		0:30	
Sun Oil Co.						
Three Star Extra	79,579	NBC	34	34	1:15	1:15
Swift & Co.						
Breakfast Club	228,361	ABC	334	318	d2:30	d1:30
Sky King	64,451	MBS	539		d0:50	
Table Products Co.						
No School Today		ABC		84		d0:30
Tide Water Asspciated Oil Co.						
Football	12,686	ABC	44		d3:00	
Van Camp Sea Food Co.						
Robert Q. Lewis		CBS		206		d0:15
Vitamin Corp. of America						
Weekend News		ABC		278		d1:50
White House Co.						
Top Hit	16,028	MBS	231		d2:00	
Whitehall Pharmacal Co.						
Our Miss Brooks		CBS		206		d0:15
J. R. Wood & Sons						
Lanny Ross	22,788	MBS	538		d0:15	
William Wrigley Jr. Co.						
Gene Autry	53,775	CBS	192	196	0:30	0:30
Johnny Dollar	66,364	CBS		194	0:30	
FBI in Peace & War		CBS		194		0:25
Dr. Thomas Wyatt						
Wings of Healing	23,489	MBS	309	294	d0:30	d0:30
Wings of Healing	19,136	ABC	137	n	d0:30	d0:30
Global Frontiers		MBS		285		d0:15

Source of October 1953 dollar figures: Publishers Information Bureau

d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation; * — Total time costs for full program package.

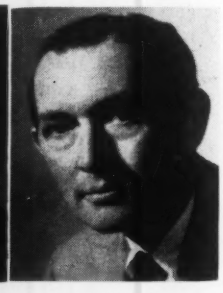
(Continued from page 35)

in the offing that will adversely affect network radio.

"It is true that other media will face some continuing adjustments because of other changes. The development of color television will bring new pressures to bear on magazines. The growth of suburban newspapers will, possibly, tighten the reins on the metropolitan dailies. The extension of billboard-free super highways will depress outdoor displays. None of these stresses will influence network radio. Now it is possible to consider radio's values within a media framework of relative calm.

"What our medium offers the advertisers will be recognized as unique and desirable. Our coverage is almost every home in the United States. Our reach is founded on the fact that radio can be heard in some 115 million different places, including 29 million automobiles. The delivery of our medium grows out of the fact that in a week, measured only in the home, 92% of all the radio households use their

MR. KAROL



MR. AYRES

radios—and they listen more than 20 hours out of each week.

"The interest of people in hearing what radio has to say is further italicized by their continuing heavy purchase of sets—over 12 million of them last year.

"On this broad base of accessibility and usage, radio offers the advertiser the unique combination of frequency, audience accumulation and low cost. To take full advantage of these factors, the CBS Radio network has developed a nighttime schedule that combines the highest-rated group or half-hour evening programs with Monday-Friday strip programming. Our studies show that the advertiser who sponsors these strips at night can expect the same values that have been proved in daytime strip programming—with one important difference. At night, there is far greater audience availability—working women and men, for example.

"We believe that these habit-forming strips will give the advertiser very real values. He will reach big audiences of different people all through the week and he will reach many of his listeners many times in the week. He will do so at a low cost and an exceptionally efficient cost-per-thousand. And by so doing, he will have made all his advertising in all media more effective. He will have extended his reach with a minimum of duplication and he will have increased his cost efficiency.

"The documentation of advertisers' newfound realization of network radio's worth is in the number of extensions we have had of contracts that were originally intended to run for 13 weeks. Network radio, CBS Radio, has delivered. It is our intention, with our new programs and program scheduling, to have it deliver even more."

From Adolf N. Hult, MBS vice president in charge of sales:

"The fourth quarter sales outlook for Mutual not only is stronger than it was this time last year but is enhanced by the inauguration Oct. 4 of another new Mutual participating vehicle —Madeleine Carroll in *Story Time*—to be broadcast Mondays through Fridays, 10:45 to 11:00 a.m.

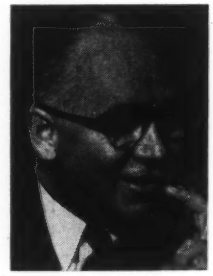
"Agency and advertiser reaction to this recently announced vehicle has been emphatically favorable, and if the success of Mutual's nighttime multi-message series is any clue, considerable new business should result.

"Although the seven-month network billing position is slightly off compared with the billings for the same period in 1953, I look forward to a fourth quarter which should exceed the same period of 1953 by a substantial margin when the new business from our daytime plan, plus the billings already on the books are totaled.

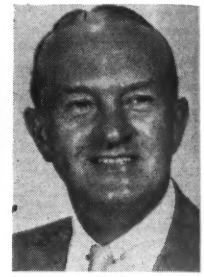
Frederic L. Horton, NBC director of radio network sales, said:

"The vitality of NBC Radio, pushing ahead on a broad base of unique programming and sales concepts, is reflected in renewed and mounting interests among advertisers and agencies, both large and small.

"Within recent weeks, the largest and the smallest advertisers have taken a new look at radio, and the smart advertising buyers at the



MR. HULT



MR. HORTON

agencies are talking it up more and more among their clients.

"Here is fresh, tangible evidence of NBC Radio's growing stature and its increasing appeal to forward-looking advertisers:

"With *Fibber McGee and Molly* sold out, we are adding the *Great Gildersleeve* as another evening participation program to meet sponsor demand for this flexible type of sales plan. Segments of *Gildy* have already been sold to start in October.

"For the first time in many years, NBC Radio's Saturday network football schedule is completely sold out.

"More evening half-hour programs have been purchased on NBC Radio than on any other network. These half-hour shows embrace such top rated offerings as *People Are Funny, Dragnet, You Bet Your Life, The Big Story, Walk A Mile, Dennis Day Show, The Telephone Hour, Band of America, Roy Rogers Show,* and *Grand Ole Opry.* In addition, NBC Radio offers fifteen minute and hour-long shows of the calibre of *Lux Radio Theatre, Frank Sinatra Show* and the *Dinah Shore Show.*

"Radio is ever expanding in the ways that can offer advertisers more coverage and greater advertising dollar efficiency than any other media. NBC Radio as it has in the past will continue to lead the way to this expansion.

"NBC Radio network sales looks forward to a 'new look' toward radio on the part of agencies and advertisers. Where can advertising dollar values be obtained at the low cost of network radio?"

"Spot radio is now in a highly competitive race with spot tv," according to Reg Rollinson, general manager of The Crusade for Spot Radio, sponsored by Station Representatives Assn. He told B•T:

"This fall will show the evidence of a sub-

stantial movement of many of radio's oldest spot sponsors into partial tv campaigns, largely on an experimental basis.

"But radio need not be pessimistic about the eventual outcome of this strong competition, since there are many new radio advertisers this fall to take up the slack. And there are in the wind at least two gigantic spot campaigns, which if they are eventually worked out will give a hearty boost to the fall statistics.

"Everyone connected with spot radio should be alerted to the fact that spot radio is now and will be for some years engaged in an all-out industry fight to maintain and increase its volume. No longer can we count on an automatic, easy-selling, year-to-year increase in total spot radio volume. 1953 showed an extraordinary increase in national spot radio. But 1954, starting off well in the first quarter, went into a slump in the second and third quarters. We always expect a revival in the fall months.

"Whether the new advertisers coming into spot radio will make up this deficit remains to be seen. One thing we can be sure of—we must develop many more new spot radio advertisers.

"Here are the significant trends:

"1—Since radio is the only total mass medium (99% of homes, 30 million cars, countless hours of listening by people at work and on portable sets), advertisers who have entrusted their total mass sales job to spot radio are now hugely successful.

MR. ROLLINSON

"2—The most recent publicized stories of successful advertising of food and drug products exclusively in spot radio has started new thinking in campaign planning circles.

"3—The creative possibilities of spot radio in its many phases, local, service programs, block programming, are in the process of being turned into campaigns.

"4—Saturation radio campaigns are growing in number.

"5—There never was in advertising a substitute for frequency. Spot radio, because of its low cost and totality as a medium, gives the advertiser the opportunity for frequency of message."

STANDARD BUYS PRO GRID GAMES

Oil company will sponsor Chicago Bears and Cardinals games in 18 markets.

FOOTBALL continues to ripple Midwest advertising activity with Standard Oil Co. (of Indiana) again in the forefront as a sponsor.

ABC, Chicago, announced that Standard has signed to sponsor the first half of the Chicago Bears and Cardinals National Football League telecasts in about 18 markets. Half of each of the 12 home contests of the two teams will be offered to local advertisers in Standard markets, with the football series slated to get underway Sept. 26.

ABC-TV also was reported to be continuing discussions for sponsorship of NCAA's tv grid slate. It was understood Thursday that the network is trying to sell the remaining package to national advertisers on the basis of sponsorship per quarter of each game throughout the country, thus abandoning the regional advertiser pitch.

Humble Oil & Refining Co. and Carnation Co. have committed themselves thus far as regional sponsors in Texas and on the West Coast, respectively [B•T, Sept. 6; AT DEADLINE, Aug. 30]. In Chicago, a number of advertisers reportedly were interested last week in regional sponsorship.

NBC's o&o WMAQ Chicago reportedly has signed Mission Dry Corp., Los Angeles (Mission Cola), for half-game sponsorship of certain select college football broadcasts this fall, starting Sept. 25. Agency is The Caples Co.

Standard's commitments, placed through D'Arcy Adv. Co., Chicago, call for sponsorship of telecasts on these stations [WBKB (TV) Chicago will not carry them locally because of NFL restrictions]:

WOOD-TV Grand Rapids, Mich.; WOI-TV Ames, Iowa; WISH-TV Indianapolis; KCMO-TV Kansas City, Mo.; WMIN-TV Minneapolis; KBTV (TV) Denver; KEDD (TV) Wichita; WSJV (TV) Elkhart, Ind.; WCIA (TV) Champaign, Ill.; KMTV (TV) Omaha; WTVH-TV Peoria, Ill.; WREX-TV Rockford, Ill.; WHBF-TV Rock Island, Ill.; KSD-TV St. Louis, Mo.; KYTV (TV) Springfield, Mo., and WICS (TV) Springfield, Ill.

Three North Dakota stations also are tentatively slated to carry the telecasts, subject to "cable connections," according to Standard. They are WDAY-TV Fargo; KCJB-TV Minot and KXJB-TV Valley City.

Wesley I. Nunn, Standard advertising manager, said the fall schedule calls for at least "double the number of tv stations the company used for these games last year." Additionally, Standard will sponsor *Bears Quarterback Club*, a series of film highlights, each Monday evening on WGN-TV Chicago.

The Bears and Cards reportedly represent two of three NFL clubs which have contracted for separate regional tv sponsorship of their contests, exclusive of arrangements made by DuMont for network coverage of top NFL games.

EXECUTIVES of two companies set to alternate sponsorship of the new George Gobel show, which debuts on NBC-TV Oct. 2, meet for an informal chat with the comedian and NBC-TV's sales chief in Chicago. L to r: Edward R. Hitz, NBC Chicago tv sales manager; E. W. Wilson, vice president and general manager, Armour & Co. (soaps and chemicals); Mr. Gobel, and Jule Miller, vice president of Pet Milk Co. Armour and Pet Milk will rotate weekly sponsorship of the Saturday evening program.

MAXON RESIGNS PACKARD ACCOUNT

RESIGNATION of the Packard Motor Car Co. account by Maxon Inc., national advertising agency with headquarters in Detroit, effective Dec. 15, was announced last week by Lou R. Maxon, president.

Maxon has served Packard for two and a half years. Before that, Young & Rubicam Inc. handled the account for several years.

Packard sponsors the Martha Wright show *Packard Program* on ABC-TV, Sundays 8:30-9 p.m. The firm reportedly has a $2.5 million radio-tv advertising budget.

Serutan Takes Two DuMont Shows

SERUTAN CO. has signed a $2.5 million contract for two programs, each for 52 weeks, on WABD (TV) New York and the DuMont network, Gerry Martin, DuMont's director of sales, announced last week.

The $2.5 million figure, according to Mr. Martin, covers time and talent costs for *One Minute, Please*, a new comedy panel show, effective Sept. 24, and *Life Begins at Eighty*, which Serutan is renewing for the third straight year, effective Sept. 26.

Effective with the sponsorship starting date of *One Minute, Please* on behalf of Pharmaceutical Inc. (Serutan subsidiary) for Geritol, the program will shift from Tuesday 8:30-9 p.m. to Friday 9-9:30 p.m. EST. *Life Begins* is telecast Sunday at 9:30-10 p.m. EST. Agency for both is Edward Kletter Assoc.

Pharmaceutical also is a co-sponsor, with the American Chicle Co., of *Rocky King, Detective* on DuMont Sundays.

Sylvania Electric Names J. Walter Thompson Co.

SYLVANIA Electric Products has named J. Walter Thompson Co. as its advertising agency, effective Nov. 3.

JWT will replace Cecil & Presbrey Inc. and Roy S. Durstine, and will be engaged in product advertising and merchandising projects of a company-wide and divisional nature, according to B. K. Wichstrum, Sylvania vice president and director of sales.

"Whereas our exact advertising budget figures cannot be released, they are obviously in the several-million category and rank high among national advertisers," Mr. Wichstrum said. "Our sales are approaching the annual total of $300 million, and this figure will steadily increase in the years ahead. Growth should be especially rapid in television, commercial electronics and atomic energy."

Boyle-Midway Schedules Campaign for Cleanser

BOYLE-MIDWAY Inc., New York, is scheduling the largest advertising campaign in its history for its Easy-Off-Oven cleanser this fall, Al Debaggis, sales manager of the company, announced last week.

Network television and radio shows along with national magazines will be used by Boyle-Midway, which acquired the oven cleanser last January.

Starting this month the television schedule includes sponsorship of *The Secret Storm* on 83 CBS-TV stations and *Love of Life* on 99 CBS-TV stations. Effective Oct. 5, the company will sponsor *The Romance of Helen Trent* on 187 CBS Radio stations. Geyer Adv., New York, is the agency

Seehafer to NL&B Post

APPOINTMENT of Gene F. Seehafer, formerly research and sales promotion manager for CBS Radio in Chicago, to the research staff of Needham, Louis & Brorby, that city, has been announced by the agency.

MR. SEEHAFER

While no official announcement was forthcoming early last week from CBS Radio, it was reported that Carl Gylfe, sales service manager, had been appointed to succeed Mr. Seehafer.

Johnson Shows Wax Via C-C

CLOSED-CURCUIT telecast using the format of the *Robert Montgomery Presents* program (NBC-TV) was presented last Friday from the Hudson Theatre in New York by Johnson's Wax, sponsor of the program, to introduce a new product, Super Hard Gloss Glo-Coat self polishing floor wax, to distributors and dealers assembled at luncheon meetings in 34 cities throughout the country. Mr. Montgomery introduced the show in the manner of his *Montgomery Presents* series. Others slated to be on hand to discuss their respective Johnson-sponsored shows were commentator Cecil Brown, MBS; comedian Robert Q. Lewis, CBS-TV, and Leon Ames and Lurene Tuttle of *Life With Father*, CBS-TV. Company officials scheduled to appear included President H. F. Johnson, Executive Vice President Fred Farwell and Marketing Vice President Ray Carlson.

Maytag Plans Radio-Tv Spot

BROADCAST media will be utilized by the Maytag Co., Newton, Iowa (home laundry machines) this fall as part of an extensive selling and marketing campaign at the retail dealer level, it was reported last week. McCann-Erickson Inc., Chicago, will direct the drive calling for radio and tv spot announcements and/or programs. The extent of the broadcast phase was not revealed. Newspapers, magazines and point-of-purchase material also will be used. Maytag claims about 15,000 dealers.

Pancakes-and-Syrup

BISQUICK (General Mills) and Log Cabin syrup (General Foods) will join forces during October to promote pancakes-and-syrup. Local radio and two television shows, General Mills' *Valiant Lady* and Bob Crosby program, will be used.

SPOT NEW BUSINESS

Underwood Corp., N. Y., conducting three-week 20-second and one-minute tv spot campaign in 30 markets for new Leader portable typewriter. Firm also prepared radio spots to be given dealers for further promotion. Agency: Brooke, Smith, French & Dorrance, same city.

John H. Wilkins Co. (coffee), Washington, conducting 90-day 1,000 tv spot, 3,450 radio spot campaign in Washington market. Agency: M. Belmont Ver Standig Inc., same city.

Curtis Publishing Co., Phila., placing radio and tv spot schedule in major markets Sept. 14-15-16. Agency: Young & Rubicam, N. Y.

Drug Trading Co., Toronto, to start in September weekly quarter-hour *Yesterday's Newsreel* on CHCH-TV Hamilton, Ont., and CFPL-TV London, Ont. Agency: J. J. Gibbons Ltd., Toronto.

NETWORK RENEWALS

The Nestle Co., White Plains, N. Y., renews *The Jackie Gleason Show* (CBS-TV, Sat., 8-9 p.m. EST) starting Sept. 25.

International Salt Co. (Sterling Table Salt and other salt products), Scranton, Pa., renews promotion campaign on 6 p.m. edition, *Yankee Network News Service*, Yankee Network (New England). Agency: Scheideler, Beck & Werner Inc., N. Y.

Joseph Schlitz Brewing Co., Milwaukee, instead of the customary 26 weeks renewal policy adhered to in connection with its radio-tv programs, has renewed CBS-TV *Schlitz Playhouse of Stars* for 52 weeks, effective late in October. Approximately $1,250,000 has been budgeted for production by **Meridian Pictures,** Hollywood, with **William Self** as associate producer. Series is on a year-round basis, using a new film each week instead of re-runs. Agency: Lennen & Newell Inc.

AGENCY APPOINTMENTS

Food Assoc. Inc. (RoseKist popcorn distributors), L. A., appoints Mogge-Privett Inc., same city.

Allen Kirkpatrick Co. (frozen oyster products), Rehobeth Beach, Delaware, appoints Blaine-Thompson Co., N. Y.

Federal Life & Casualty Co., Battle Creek, Mich., appoints Zimmer, Keller & Calvert Inc., Detroit, effective Dec. 1.

Rhode Island Development Council appoints Bo Bernstein & Co., Providence, R. I., for State of Rhode Island vacation and resort advertising.

Blumenthal Bros. Chocolate Co., Phila., appoints Feigenbaum & Wermen Adv. Agency, same city.

Republican State Committee of New Jersey appoints Lewin, Williams & Saylor, N. Y., for New Jersey Republican campaign, with account being serviced from Newark office.

Hanovia Chemical & Mfg. Co., Newark, N. J., appoints Cayton Inc., N. Y.

AGENCY SHORTS

Mahoney & Howard Adv., N. Y., forms foreign advertising department to adapt copy treatment, mechanics, production and media selection to specific target audiences here and abroad. Peter Sebastian will be in charge; Pierre Deb will be assistant to Mr. Sebastian.

John W. Shaw Adv. Inc., Chicago, moves from Rush St. to 51 E. Superior St.

Dancer-Fitzgerald-Sample Inc., N. Y., elected to sustaining membership in Adv. Federation of America, same city.

Power & Condon, Chattanooga, Tenn. and **Fox & MacKenzie,** Phila., elected to membership in American Assn. of Adv. Agencies, N. Y.

Needham, Louis & Brorby, Chicago, will rent office space in new Prudential Co. Mid-America Bldg., with provision for projection of color tv films, starting in January 1956.

Hutchins Adv., N. Y., transfers handling of Philco Corp., Phila., print advertising to latter city office.

Denman & Baker Inc., Detroit, moves to larger quarters, 1012 Buhl Bldg.

Diamond & Sherwood Inc., S. F., moves to larger quarters, same address, 821 Market St.

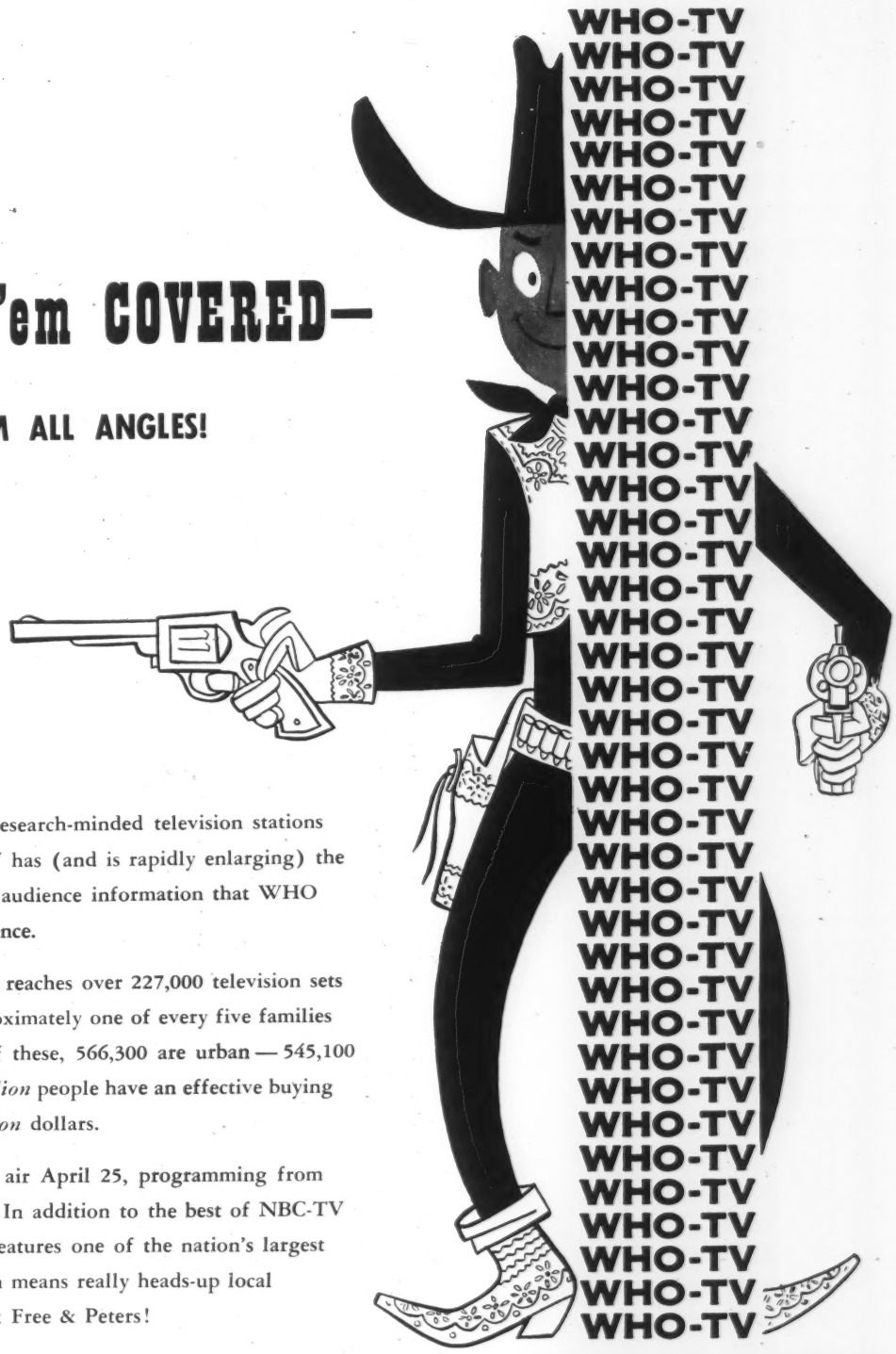
Phil Bradley Adv., Minneapolis, changes name to Bradley-Fyten-Rian.

W. B. Doner & Co., Milwaukee, moves to

BETTY FURNESS, Westinghouse tv saleswoman, with W. D. Lewis, vice president of Westinghouse Electric Co. of Europe, greets Charles Bauer of Schutz, S. A., Westinghouse distributor in Switzerland, at a Western European Westinghouse Distributor convention in Paris. A film recording of CBS-TV *Studio One's* "Camille" and product demonstrations by Miss Furness were shown to the 400 distributors who attended the two-day meeting.

We got 'em COVERED—

FROM ALL ANGLES!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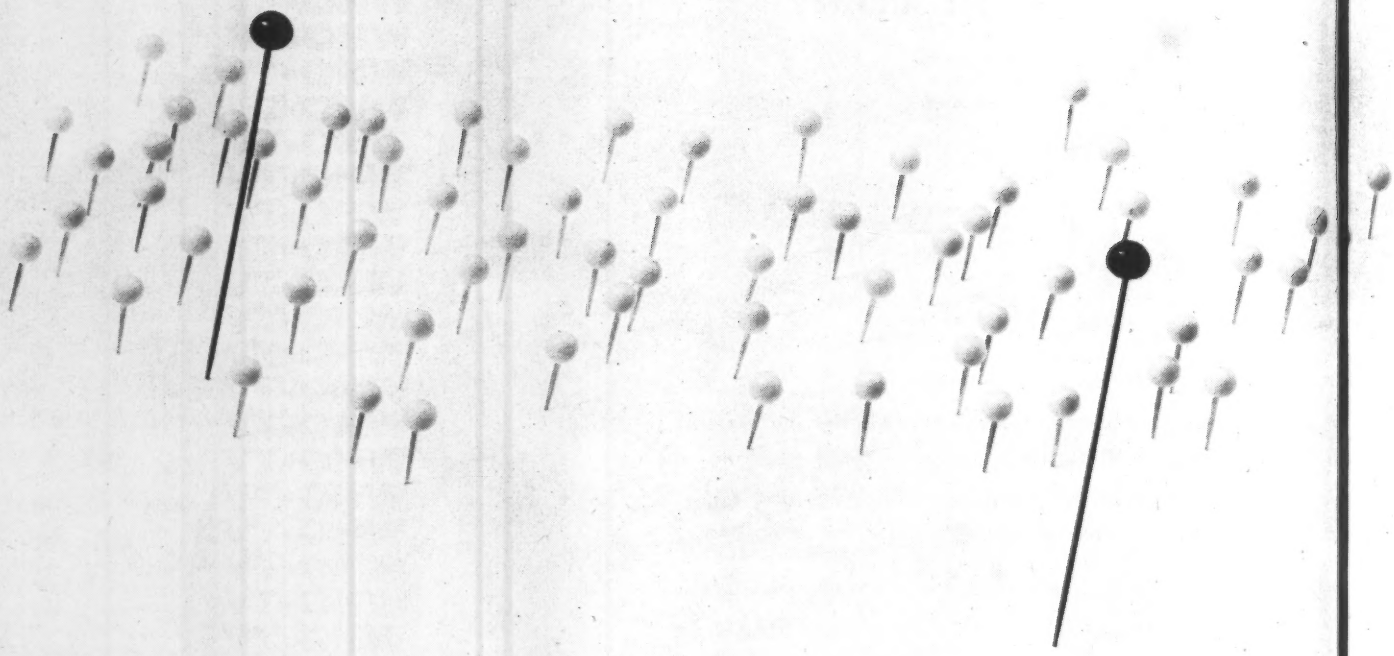
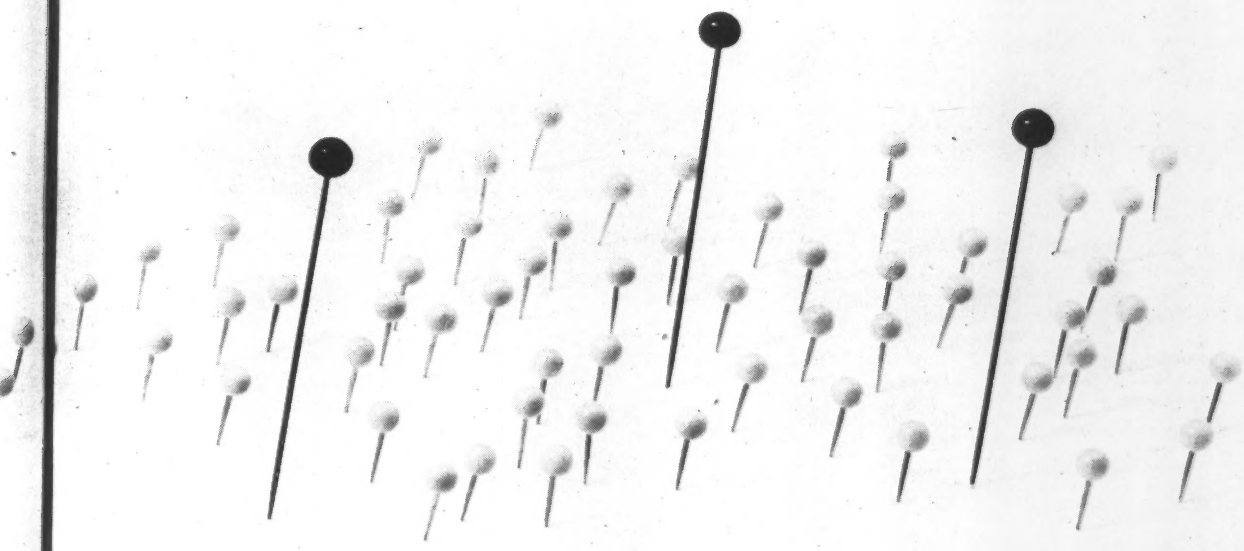


WBC



WHY BUY 121 WHEN 5 WILL DO THE JOB?

WBC's five 50,000-watt, clear channel radio stations cover 26 million customers. You might buy a total of 121 stations—every one at least a 5,000-watter—before you equaled WBC's coverage. Of course, you wouldn't. But why buy even three, four or seven stations to reach the audience you reach with *one* WBC station?

Buy WBC radio. You'll save bookkeeping. You'll save scheduling headaches. You'll save *money*—because the more you buy, the more you save. You'll *make* money—because WBC radio is famous for Audience Action. Have it worked out for you. Call any WBC station . . . WBC's National Representatives . . . or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC. • KPIX represented by THE KATZ AGENCY, INC.

quarters, suite 406, Varsity Theatre Bldg., 1324 Wisconsin Ave.; telephone: West 3-9315.

Ad Fried & Assoc., Oakland, Calif., opens office in San Francisco, 260 Kearney St.; telephone: Yukon 2-1291.

Blitz Adv., Portland, Ore., moves Seattle offices to Grosvenor House, 2519 Fifth Ave.; telephone remains: Mutual 1990.

Al Paul Lefton Co., N. Y., moves to new offices, 71 Vanderbilt Ave.; telephone: Murray Hill 9-7470.

Western Adv. Agency Inc., L. A., and **Yambert Inc.,** same city, merge under former's name with offices at 4848 Wilshire Blvd.; telephone: Webster 8-2681.

Cabat-Gill Adv. Agency, Tucson, and **Beckman, Hamilton & Assoc. Inc.,** L. A., approved for associate and full membership, respectively, in Southern California Advertising Agencies Assn.

A&A PEOPLE

Albert Fertick, formerly owner-operator, Gallaudet Pharmacy, Washington, to The Maryland Pharmaceutical Co., Baltimore, as sales executive and assistant to president.

J. L. Kaufman, creative and merchandising dept. head, Grant Adv. Inc., Hollywood, to Dodge Bros. Corp. in Southern Calif. as public relations director.

Stewart Faulkner, former public relations director, Trans World Airlines, L. A., to Continental Air Lines, Denver, in similar capacity.

MR. CARLSON

Herbert A. Carlson, formerly with Henri, Hurst & McDonald Inc., Chicago, to Christiansen Adv. Agency Inc., same city, as vice president and account executive.

William F. Millar, associate account executive, Fuller & Smith & Ross Inc., Cleveland, to McCann-Erickson Inc., same city office, as account executive.

G. Hutton Hughes appointed executive vice president, John Philips Adv. Co., Bloomfield, N. J., in charge of new Easton, Pa., office.

George Glavin, West-Pacific Adv. Agency, Seattle, to Pacific National Adv. Agency, same city, as merchandising manager; **Grant Merrill** to agency as radio-tv producer.

William R. Baker, former press relations manager, General Foods Corp., N. Y., to public relations dept., Grant Adv., same city, in executive capacity.

Don R. Schwab, former head of production, Sportsvision Inc., Hollywood, to William W. Harvey Inc., L. A., as film production dept. manager.

Simon Lam, junior art director, Doyle Dane Bernbach Inc., N. Y., appointed art director, firm's Los Angeles office.

GUILD FILMS SEEKS PUBLIC STOCK SALE

Radio-tv production and distribution firm files with Securities and Exchange Commission for approval of public offering of 250,000 shares.

GUILD FILMS Co., New York, last week announced it has filed with the Securities and Exchange Commission for public offering of 250,000 shares of the company's common stock. Par value of the stock is $.10 per share, and a Guild Films spokesman said stock probably will be issued at $4 per share later this month.

The entire offering, when issued, has been underwritten by Van Alstyne, Noel & Co., New York. Guild Films has about 700,000 shares, with 60.25%, or 450,000 shares, held by officers of the firm.

In a preliminary prospectus issued by Van Alstyne, Noel & Co., it was stated that net proceeds of the sale of the securities will be used for payment of loans amounting to $483,994 and for other liabilities and financing of future film productions. In this latter connection, the prospectus noted that Guild Films has entered into an agreement for the production and distribution of a program series starring Connie Haines. It was reported that the tv film series of 39 episodes is expected to go into production within the next six months.

Tracing the growth of Guild Films, which was organized two years ago, the prospectus observed that gross amount of unbilled contracts rose from $504,879 in September 1953 to $2,164,960 in August 1954. Similarly, it was pointed out, net income rose from a loss of $1,520.88 for the period June 11, 1952, to Feb. 28, 1953, to a gain of $69,295.35 for the period Dec. 1, 1953, to June 30, 1954.

Officers and directors of the company are Reuben R. Kaufman, president and director; Louis Millman, vice president and director; Mrs. Jane Kaufman, secretary-treasurer and director; Charles H. Goldberg, director, and William E. Walker, director. Mrs. Kaufman will resign and will be replaced as a director by David Van Alstyne Jr., a partner in the firm of Van Alstyne, Noel & Co. That organization will be retained as financial advisors to Guild Films, starting on Jan. 1, 1955, at an annual compensation of $6,000.

It was pointed out in the prospectus that Mr. Kaufman's compensation has been set at $40,000 per year, effective June 1, 1954. During the fiscal year ending Nov. 30, 1954, Mr. Kaufman will receive remuneration amounting to $60,282, representing $32,500 as salary for the current fiscal year and $27,782 representing past unpaid salary.

Among properties produced and/or distributed by Guild Films are *Liberace,* 178 markets; *Life With Elizabeth,* 68; *Joe Palooka Story,* 33; *Frankie Laine Show,* 26; *Florian ZaBach Show,* 25; *Guild Sports Library,* 12; *Liberace Radio Show,* 101; *Conrad Nagel Theatre, Connie Haines* and *It's Fun to Reduce* (not yet in distribution).

TPA Sells 'Showcase' For 10 Canadian Markets

IN WHAT was claimed to be "Canada's largest single television program sale," Television Programs of American Inc., New York, has arranged with Telepix Movies Ltd. for the release of *Your Star Showcase,* featuring Edward Arnold in ten of Canada's 12 tv markets.

Details of the transaction were announced jointly last week by Michael M. Sillerman, TPA executive vice president, and Lloyd Burns, general manager of Telepix Movies. It calls for sponsorship of the program by Maple Leaf Milling Co. in Toronto, Ottawa, Montreal, Winnipeg, St. John, Kingston, Hamilton, Kitchener and London. It is also seen in Vancouver. Maple Leaf also has an option on the rest of Canadian stations as the markets open. It agency is Cockfield, Brown Co. Ltd., Montreal.

Other TPA shows carried in Canada include *The Adventures of Ellery Queen* in Vancouver and Winnipeg; *Ramar of the Jungle* in Toronto and Ottawa, and the *Edward Small Features* in Montreal, Toronto and Quebec City.

A NEW quarter-hour tv film series *Spotlight on Hollywood,* consisting of newsfilm coverage of Hollywood activities plus weekly feature interviews with top stars in their homes, is launched with the signing of Jim Ameche, KLAC Hollywood disc m.c., as host. Congratulations are exchanged by (l to r) seated; Algernon G. Walker, producer of the series, and Jack Siegal, director; and standing, Mr. Ameche; George Bagnall, head of George Bagnall & Assoc., Beverly Hills distribution firm which will handle the series, and Jack O'Loughlin, firm's sales manager.

Radio's rarin' in Baltimore!

—and the big bargain is still W-I-T-H

143,000 radio sets sold last year, only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

More than 143,000 radio sets have been added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

—in Baltimore WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

MCA Tv to Distribute 'Lombardo,' 'Badge' Films

TWO new half-hour, 39-episode film properties are now being produced for MCA Tv Ltd. distribution, the firm has announced. They are *Guy Lombardo and His Royal Canadians* and *Man Behind the Badge*. Latter program, MCA Tv claimed, is the first live network (CBS) show to be put on film for syndication.

The *Lombardo* film, produced in New York, was directed by Herbert Sussan. The *Badge* series is being made for tv only by Bernard J. Prockter in Hollywood. Charles Bickford is host and narrator for the *Badge* films, which MCA Tv plans to release for local and regional use in late December.

GENERAL ELECTRIC's institutional advertising to be used on the CBS-TV *General Electric Television Theatre* starting Sept. 26, is discussed by (l to r) Ronald Reagan, production supervisor and host of the 26 live and 26 film program series; Robert Jackson, in charge of public relations, GE, San Francisco, and Walter Tibbals, vice president in charge of West Coast production, BBDO, Hollywood.

Baseball Series For Sale

NEW quarter-hour baseball tv film series, *This Is Baseball*, made with the sanction of baseball commissioner Ford C. Frick, currently is being offered for 1955 and 1956 sponsorship. Produced by Emerson Yorke Studio, New York, and being sold by Pearson Adv., also New York, the series consists of 26 quarter-hours for showing in 1955 and 26 for 1956, designed for family appeal. Each program provides biographical material on a big-league player, accompanied by demonstrations of key plays by the performer himself. Pee Wee Reese, Stan Musial, Yogi Berra, Harvey Kuenn, Ed Lopat, Red Schoendienst, Ted Kluszewski, Jim Piersall, Billy Pierce, Bob Porterfield, Ed Mathews, and Robin Roberts are among the players filmed.

ABC Film Opens Two Offices

NEW Dallas and Atlanta sales offices of ABC Film Syndication now are servicing advertisers, agencies and tv stations in the Southwest and Southeast, George T. Shupert, president, said last week in announcing their official opening [B•T, Aug. 30]. New offices, managers and areas of the firm are: Dallas, 3123 McKinney, Tel.: Randolph 6302. Howard Anderson is manager. Territory includes Texas, Oklahoma, Louisiana and Arkansas; Atlanta, 66 Eleventh St., N.E., Tel.; Atwood 3885. Joseph Porter is manager. Territory includes Georgia, Florida, Tennessee, North Carolina, South Carolina and Mississippi.

FILM SALES

Official Films Inc., N. Y., announces sale of *Secret File, USA*, through N. W. Ayer & Son, Phila., to Ohio Oil Co., Findlay, Ohio, for sponsorship in 12 midwestern markets. Firm also reports series sold in New York City, Hollywood and Minnesota, bringing total markets to 48.

United Television Programs Inc., Chicago, signs Richfield Oil Corp., L. A., to sponsor *Mayor of the Town*, starring **Thomas Mitchell,** on 52-week basis in 31 markets in six western states, covering California, Oregon, Idaho, Washington, Nevada and Arizona. Agency: Hixson & Jorgensen Inc., L. A.

Interstate Television Corp., Hollywood, sells 28 full-length motion pictures to KING-TV Seattle.

CBS Television Film Sales Inc., N. Y., announces purchase by Household Finance Corp., Chicago, of *Files of Jeffrey Jones* for showing on WNBK (TV) Cleveland and WJBK-TV Detroit, bringing total markets sold to 100, CBS reports. Other sales include: WMIN-TV St. Paul; WTOK-TV Meridian, Miss.; KTVQ (TV) Oklahoma City. Another CBS-TV film package, *Annie Oakley*, was sold to Cedar Grove Farms for showing on WTOK-TV and is on WCHS-TV Charleston, W. Va., bringing total markets to 118, according to CBS.

United Producers-Distributors, subsidiary of **Jerry Courneya Productions Inc.,** Hollywood, announces sale of *Reel Adventure* package, consisting of 39 Lash LaRue westerns, 13 Chimp comedy series and 13 Noah Beery Jr. series (all quarter-hours), to KNXT (TV) Los Angeles.

HarriScope Inc., Beverly Hills, Calif., announces 13-week renewal of *Jalopy Races from Hollywood* by WFBM-TV Indianapolis.

M & A Alexander Productions, Hollywood, announces sale of *Boss Lady* series of 13 half-hour tv films to KCOP (TV) same city, WABD (TV) New York, WXYZ-TV Detroit, WCPO-TV Cincinnati, WHIO-TV Dayton and KFMB-TV San Diego.

Screen Gems Inc., N. Y., announces sales of *Your All-Star Theatre* tv film series in 24 markets during August bringing to 164 total number of markets currently carrying that series.

FILM PRODUCTION

Professional Motion Pictures Inc., Anderson, S. C., is producing tv commercial films.

National Video Productions Inc., Washington, is producing "The Judy Maxwell Story" for AMVETS National Service Foundation, starring Brian Donlevy and explaining the charitable purposes and accomplishments of that organization.

Walter Schwimmer Productions, Chicago, reports completion of *Championship Bowling*, initial series of 26 filmed bowling programs to be offered stations for cooperative sponsorship. Programs comprise films of live series telecast by WNBQ (TV), same city, during past seasons.

WOI-TV Ames, Iowa, Iowa State College tv station, producing series of 26 children's programs and 18 dramatic shows to be distributed to educational tv stations.

Jack Beekman-Henry Leeds Co., N. Y., announces **Eleanor Holm,** former Olympic swimming champion, will appear in tv series for national syndication, interviewing women guests outstanding in sports. Firm also produced 15-minute recorded series for radio titled *Eleanor Holm Show*.

Eugene Solow and **Brewster Morgan** started shooting *Authors Playhouse* at Goldwyn Studios, Hollywood, at rate of two half-hour films per week, allowing three days of rehearsal and three days filming on each. First two scripts are **Joseph Hergesheimer's** "The Old Flame," adapted by **Allan Scott** and directed by **Peter Godfrey,** and **Ring Lardner's** "A Frame-Up," adapted by **John Lardner.**

Carol Irwin, package-producer, *Mama* on CBS-TV, producing *Ringside*, film series about boxing, slated for distribution by first of 1955. **Frank Gabrielson,** writer of *Mama*, helped to develop series and will act as consultant. Miss Irwin currently negotiating with **Robert Preston** and **Myron McCormack** for leading roles.

RANDOM SHOTS

Reela Films Inc., Miami, announces beginning of construction of second sound studio.

Rane Film Field, New Delhi, India, and **Eastern Movies,** same city, appoint Leonard Spinrad, N. Y., as American representative.

Association Films (national distributor of 16mm sound motion pictures), N. Y., announces publication of 40th annual film catalog, "Selected Motion Pictures."

HarrisScope Inc., Beverly Hills, Calif., appoints Elliot Alter (New England states), Julius Sack (East Coast) and Nate Zelikow (southern Texas, Mississippi and Louisiana) as sales representatives.

Shelly Films Ltd., Toronto, purchased site at Long Branch in suburban Toronto to construct $400,000 plant for tv film production.

All-Canada Television, Toronto, exclusive Canadian distributor of Ziv tv programs, released catalogue on film features and rates for all Canadian tv station markets.

FILM PEOPLE

Lou Kravitz, advertising manager, Filmack Corp., Chicago, elected vice president for sales and board member at annual stockholders' meeting; others elected: **Irving Mack,** president; **Donald Mack,** vice president; **Bernard Mack,** secretary; **Joseph Mack,** treasurer.

Constance Lazar, West Coast manager, Unity Television Corp., N. Y., to United Producer-Distributors, subsidiary of Jerry Courneya Productions Inc., Hollywood, as vice president in charge of sales.

Cornelis Vanderkruk, formerly with Netherlands Cable Works, Rotterdam, Holland, to S. W. Caldwell Ltd., Toronto, as maintenance engineer.

Maurice Tombragel and **Budd Lesser** signed by Studio City Television Productions, North Hollywood, to write next 13 scripts for *Stories of the Century* film series.

Philip Larschan, editor, Transfilm Inc., N. Y., and Jacquelyn Foote, married Aug. 21.

Geraldine Carr, 37, actress who portrayed Mabel in NBC-TV *I Married Joan* film series, died Sept. 2.

...you're in good company on WNEB

Consistently One of America's Top Independents . . .

. . . NOW AT LOWER COST PER THOUSAND

You can completely saturate New England's third largest market

THRU WNEB's NEW VOLUME DISCOUNTS!

Best proof of performance: during the past year, the following national and regional accounts—many with us for years—have contracted with WNEB.

TOBACCO
Camels
Chesterfield
Herbert Tareyton
L & M Filters
Pall Mall

WINE & BEER
Ballantine
Burke's Ale
Dawson
Haffenreffer
Manischewitz Wine
Narragansett
Parma
Pickwick Ale
Supreme Wine

FOOD
A & P
Armour & Co.
Autocrat Coffee
Bev-Rich
Bond Bread
Colonial Provision Co.
Chase & Sanborn Coffee
Dunkin' Donuts
Durand's Chocolates
Eclipse Coffee Syrup
Eskimo Pie
First National Stores
Frostee
H. P. Hood
Hollywood Bread
Instant Sanka
Kennedy Stores
Lipton Soup
Lipton Tea
Mass. Dept. of Agri.
Maxwell House Coffee
Minute Tapioca
Moxie
Pan Amer. Coffee Bureau
Pream
Salada Tea
Stop & Shop
Sunkist Oranges
Wheatena
Whiting Milk Co.

DRUG
Bayer Aspirin
Benetrycin
Bromo-Quinine
Chooz
Doan's Pills
Ex-Lax
Feenamint
Gleem
Musterole
Old Spice
Pepto-Bismol
Pertussin
Trushay
Vick Vaporub
Vick Vatronol

SOAP
Glim
Halo
Oxydol

TRANSPORTATION
Chevrolet
DeSoto
Ford
Hudson
Lincoln Mercury
N. Y. Central
N. Y., N. H. RR

FUEL
Amoco
Esso
N. E. Coke
Sun Oil

OTHER
Blue Cross
Blue Shield
Columbia Phonograph
Cristy Drygas
D. A. Schulte Co.
Eskimo Anti-Freeze
Equitable Life Ins. Co.
G. E. Vacuum Cleaners
Glamorene
Howard Clothes
Ladies Home Journal
Liberty Mutual Ins. Co.
Life Magazine
MGM
Motorola TV
N. E. Tel. & Tel. Co.
Norge Refrigerators
Prestone
Prudential Ins. Co.
Raytheon
Reader's Digest
Regal Shoe
Saturday Evening Post
Span O Life Battery
Strongheart Dog Food
Suffolk Downs
Turtle Wax

WNEB

WORCESTER MASSACHUSETTS

Represented by THE BOLLING COMPANY

RADIO-TV EMERGE FROM DIST. 1 MEET READY TO FIGHT ANTI-INDUSTRY GROUPS

Boston sessions set pace for annual round of NARTB district meetings. Conviction is aired that radio is entering a new period of prosperity. "Stations, not networks themselves, are custodians of radio's future," Vadeboncoeur tells delegates.

BROADCASTERS, aural and visual, are teaming up for a fight against legislative restrictions as NARTB's annual round of district meetings enters its second week following the Thursday-Friday inaugural in New England.

Spurred by a series of warnings from NARTB's headquarters officials and by guest broadcasters from outside points, a hundred District 1 delegates left the Somerset Hotel, Boston, with a warning of their own: "Stop kicking us around."

They left, too, with the conviction that radio is entering a new and even more promising and prosperous life, despite recent outbursts of pessimism, provided station operators adjust their programs and service to the re-shaped media mold (see radio story page 50).

In setting the pace for the 2½ month series of radio-tv meetings, the District 1 delegates told the legislative and advertising worlds they're going to fight:

- Legislators who heed anti-broadcasting pressure groups.
- Legislation that would clamp programming and commercial shackles on the two electronic media.
- Pressure groups that try to promote selfish projects by influencing congressional and regulatory agencies.
- Broadcasters who take pot shots, in public view, at their own medium.

From the time Director Herbert L. Krueger, of WTAG Worcester, Mass., opened the meeting last Thursday morning until the final resolution was passed Friday afternoon there was a note of determination as broadcasters heard the grim facts of legislative and business life unveiled.

Chicago Postlude

A half-dozen speakers took up, directly and indirectly, the matter of what happened in Chicago the week before—a week in which radio networks were warned by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that they probably will eke out a poor existence.

While Gen. Sarnoff's name was not specifically mentioned, his words [B•T, Sept. 6] were cited frequently. One of the high spots of the pro-radio discussions came when E. R. Vadeboncoeur, WSYR Syracuse (NBC affiliate), commented acidly on "giants who saw a hole in our boat." He included recent network rate cuts, particularly at the time of NARTB conventions. "And still the boat hasn't sunk, after repeated holes have been sawed, year after year," he added. Mr. Vadeboncoeur is NARTB District 2 (N. Y., N. J.) director and presides at the two-day district meeting opening today (Monday) at Lake Placid Club, in upstate New York. District 3 (Pa., W. Va., Del., Md.), meets Thursday-Friday of this week at the William Penn Hotel, Pittsburgh, with George H. Clinton, WPAR Parkersburg, W. Va., presiding.

Mr. Vadeboncoeur deplored network "sacrificial gestures as they let 20% of their affiliates' blood over idols instead of showing leadership." He added, "The public comments and lack of enthusiasm on the part of radio networks would put any sensible public relations man in a strait jacket."

Showing how local and national spot radio are growing year by year, while network radio declines, he observed, "You can draw your own conclusions from this comparison."

He predicted that radio networks "will not go out of business but will survive and do well. Stations have pulled radio over the hump. Now we must pick up our network partners and lug them over. Radio has more than doubled in the last 10 years—up 115%. It will continue upward the next 10 years. Stations, not networks themselves, are custodians of radio's future."

Clair McCollough, WGAL-TV Lancaster, Pa., speaking at a Friday tv panel discussed ways of running an efficient tv station (see story page 55). He listed do's and don'ts and advocated separation of radio and tv station personnel along with a close-knit relationship between sales and program operations.

NARTB President Harold E. Fellows addressed a joint luncheon of NARTB delegates and the Radio-Tv Executives Club of New England Thursday, speaking on "Profit with Honor in Your Own Home Town" (see story page 55). In the afternoon, Mr. Vadeboncoeur's subject was "The Good Never Die Young." John F. Meagher, NARTB radio vice president, followed him with a talk "Sound Is the Word for Radio" (see radio story page 50). Final event Thursday was a "radio business huddle," with Mr. Krueger presiding and Mr. Meagher leading the discussion. A tv management clinic Friday, at which Mr. McCollough presided, included Edward C. Obrist, WNHC-TV New Haven, Conn., Ansel E. Gridley, WWOR-TV Worcester, Mass., and John Parsons, WMGT (TV) Pittsfield, Mass.

President Fellows made a ringing plea to broadcasters to join this fight for survival at the local level. "There is a point beyond which fair-minded men should not in all conscience retreat," he said. "We have reached that point."

Ralph W. Hardy, NARTB government relations vice president, brought the Washington legislative crisis home to New Englanders by detailing the radio bills introduced by each legislator in the six states. Taking up the Bryson bill, to restrict advertising of alcoholic beverages, he said broadcasters are the target in the dry strategy to attain prohibition indirectly.

Since the Wolverton committee has broad powers he urged broadcasters to fill in the NARTB all-station questionnaire seeking program-advertising facts. The association has been asked to produce the questionnaires which covers a one week period. It calls for total operating time; number of sponsored beer-wine programs and total minutes; total length of commercials; total number of announcements of all kinds on station including public service; total number of beer and wine announcements.

"There can be no retreat from the broadcaster's right to carry advertising in good taste on behalf of products legally sold," he said.

Mr. Hardy said the pent-up investigative urge of a majority party that had been in a minority role 20 years was being unloosed on broadcasting with 158 pieces of legislation introduced this session, twice the number last session, of which 58 are major problems. "We must reverse the trend or an irresistible tide will overcome us in the next few years," he said.

They Fight For Access

He told of the fights being waged for access to public hearings and against the levying of FCC fees. "I believe we will win the battle for the right of electronic media to report public events because it is right," he said. He urged broadcasters to inform the public how coverage of events serves the public interest by keeping the electorate informed. He explained in detail such legislative problems as the approaching network investigation.

In a discussion of radio's soft spots and what should be done about them, Mr. Vadeboncoeur said simulcasts do radio a disservice. "We can't long exist if we take the role of the poor man's television station," he said. He called for improved continuity writing and public service programming. "Don't be just a juke box" he said. "Build community respect for your station. Public service programming is a fine money-maker."

Mr. Vadeboncoeur chided broadcasters for "being patsies for everyone who decides to take a swing at us, We're being kicked around because it's a safe and pleasant pastime." He said

MEET THE ROVING experts, says NARTB District 1 Director Herbert L. Krueger, WTAG Worcester, Mass., upon presenting the NARTB headquarters team as it starts a 2½-month trek around the nation. L to r: Charles H. Tower, economist-labor relations; Ralph W. Hardy, government relations vice president; Director Krueger; President Harold E. Fellows, and John F. Meagher, radio vice president.

sales action

KXLY-TV's Telemarket PLUS!

KXLY-TV's Parade of Products PLUS!

KXLY-TV's 2 BIG CO-OPERATIVE PLANS ARE UNPARALLELED FOR IMMEDIATE SALES GAINS OF PARTICIPATING PRODUCTS. .AND THEY ARE *Free* TO ADVERTISERS! ASK OUR REPRESENTATIVES FOR DETAILS.

Brownie Baking Co.
W. 225 INDIANA AVE. SPOKANE 13, WASHINGTON

July 15, 1954

Mr. Bob Moore
c/o KXLY-TV
Television Center Building
Spokane, Washington

Dear Mr. Moore:

The final breakdown of the Tele Market stores promotional showed some very fine results.

There were displays in 74 stores and, from these extra displays, 544 dozen cookies were actually sold. There was also an increase in the cookie sales from the regular cookie section. The consumers were very cookie minded as a result of the fine advertising received. To have a noticeable increase in the sales of other items was very unusual and did prove that over this special time, the entire cookie section received more attention from the consuming public.

We wish to thank you for this opportunity to participate in such a fine promotion.

Yours very truly,

BROWNIE BAKING COMPANY

Carl C. Pence

C. C. Pence

CCP:ch

BAKERS • OF • BROWNIE • COOKIES • AND • CRACKERS

GREATEST AUDIENCES

WIDEST COVERAGE

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

senators and congressmen wouldn't dare introduce anti-newpaper legislation.

In the management field, he said respectable advertisers deserve to be associated with a respectable company. He listed per inquiry accounts that came to his desk just before he left Syracuse for the Boston meeting and warned against chiselers who seek free publicity, citing a B•T cartoon depicting a newspaper editor who says of a free-time grabber, "What does he think we're running, a radio station?"

Members of the District 1 resolutions committee were Al Spokes, WJOY Burlington, Vt.; Chairman William Malo, WDRC Hartford; Harold Meyer, WPOR Portland, Me.; Earle Clement, WBET Brockton, Mass.; Wallace Walker, WMUR Manchester, N. H.

Speaking on "Savings in Business," Charles H. Tower, manager of the NARTB Employe-Employer Relations Dept., analyzed costs of doing business in radio and tv stations and showed how operating expenses can be handled on an efficient basis.

Changes Since Tv

After giving an economic evaluation of radio since the advent of television (see story on radio's strength, page 35), he broke down operating costs into three groups—cost of doing business: with unions; under the Wage-Hour Act, and under an inefficient organization.

Mr. Tower's breakdowns showed the direct relationship between expenditures and revenues, including a yardstick of operating efficiency.

As to unions, he showed the difference in the cost of doing business with a union, and relative costs at non-union stations. Cost factors include fringe benefits, he said, showing the trend in this field and the cost to management. Work restrictions in union contracts are another element to be considered by management, he said.

In analyzing wage-hour rules, with the 75-cent minimum hourly wage and time-and-a-half principle, he showed how management can benefit by familiarity with the rules and their application to stations.

Mr. Tower went into station organization problems in detail. He suggested ways station managers can select the best people, and integrate them into an efficient operation. He discussed, also, problems of executive control and dual management function of control and delegation of responsibility.

RADIO SHIRKED THE ROLE OF A CORPSE, DELEGATES TO NARTB DIST. 1 ARE TOLD

NARTB executives appraise sound broadcasting at Boston District 1 sessions, pointing to the erring prophets of doom who predicted the decline of radio with the advent of tv.

"SOMEBODY goofed!"

A hundred or so broadcasters, whose sightless signals had provided them with at least enough money for a trip to Boston, looked expectantly at John F. Meagher, NARTB radio vice president, speaking Thursday from a rostrum in the Somerset Hotel.

"Ladies and gentlemen, and particularly you sturdy and stalwart citizens who operate the radio stations of New England, you aren't supposed to be here," Mr. Meagher said to delegates at the first of the annual NARTB district meetings (roundup story page 48).

"You're supposed to be dead.

"According to the dire predictions of self-styled experts, including a former president of a major network, you should have, by this time, either starved to death or died of sheer mortification."

Mr. Meagher joined two other top NARTB officials in an appraisal of sound broadcasting. They were President Harold E. Fellows, and Charles H. Tower, manager of the Employe-Employer Relations Dept.

Continued Prosperity

Looking at the past 12 months of aural and visual broadcasting, since the 1953 coast-to-coast district meeting tour, Mr. Fellows said:

"Both media continued to prosper—radio because of its established essentiality in the American home, and television because of its spreading appeal. Business in radio—volume wise—continued the trend away from networks in notable cases with the slack being taken up by local and regional business and national spot; and business in television showed more of a national character in terms of the gross dollar of revenue."

Mr. Tower showed, with the aid of some just-completed research, how aural radio stations are doing in television markets.

"They're doing well," he said, producing breakdowns covering the period since tv arrived.

President Fellows summed up radio's financial health this way:

"Radio should expect nothing but continued prosperity, the side-dish soothsayers to the contrary notwithstanding. It is an established medium which has demonstrated its capacity to sell in the presence of all kinds of competition. It is low cost and big audience. It is able to do things other media cannot do as they can do things radio can't.

"It is, in short, complementary to the American scene—something that has grown to be a part of the living home. Radio may find time now—having survived the rigors of pioneering and the fright of impending death notices—to reflect more cogently on improvement, thus making its product even more attractive to listeners and productive for advertisers."

Having established that "somebody goofed" in pre-dating radio's demise, Mr. Meagher said radio is one of the livest creatures in the media world. How live? Here are some tidbits from his diagnosis:

"There is nothing else like radio—120 million sets produced in the year ended last week; 120 million operating sets; or one radio for everyone in the U. S. over 15; in the average radio home a full day out of each week is devoted to listening."

Casing the cashbook situation, he asked rhetorically, "Why is it that a radio network is compelled to report a loss in sales revenue on the order of 30%, while individual radio stations which it owns and operates in such competitive markets as New York and Chicago are reporting revenues of record-breaking highs?"

Ratings Emphasis Blamed

Noting the "phenomenal increase in sale of time to local advertisers, while network radio fell off," he suggested "a goodly share" of the blame can be traced "to the ridiculous importance which has been attached to program ratings."

"Program ratings," he charged, "are archaic and absurd." He called them "statistical indices which could not conceivably mean what they were claimed to indicate." The following facts, he continued, expose the deceptions of slide-rule artists:

"Four of five sets are located out of the living room; 25% to 30% of daily listening is done outside the home, via 30 million auto radios and 10 million portables, plus 10 million sets in public places. Why should we be bound to measurements in a handful of metropolitan centers which purport to indicate the extent of the listening of an in-home audience?"

Radio time sales at the local level "have been booming," he said, rising 40% in the same years that have seen the decline in radio network revenues."

"Why?" he asked.

"Well, it seems program ratings don't carry much weight on the local scene. The local dealers in furniture and dry goods, and automobiles and dairy products and all the other local advertisers stay pretty close to their cash registers. They rarely, if ever, come to grips with a slide rule. They listen to their local radio stations, they hear their commercials, and they are vastly pleased with the response

MAESTRO Oliver Gramling (at keyboard), Associated Press, leads a "flea-circus" ensemble in a singing pitch at Boston's NARTB meeting. The chanters (l to r): Frank Brill, United Tv Programs; Sidney Guber, SESAC; Dave Williams, International News Service; Lee Ewing, RCA; William Wyatt, A. C. Nielsen Co.; Nat Donata, ABC Films, and Richard Lawrence, World Broadcasting System.

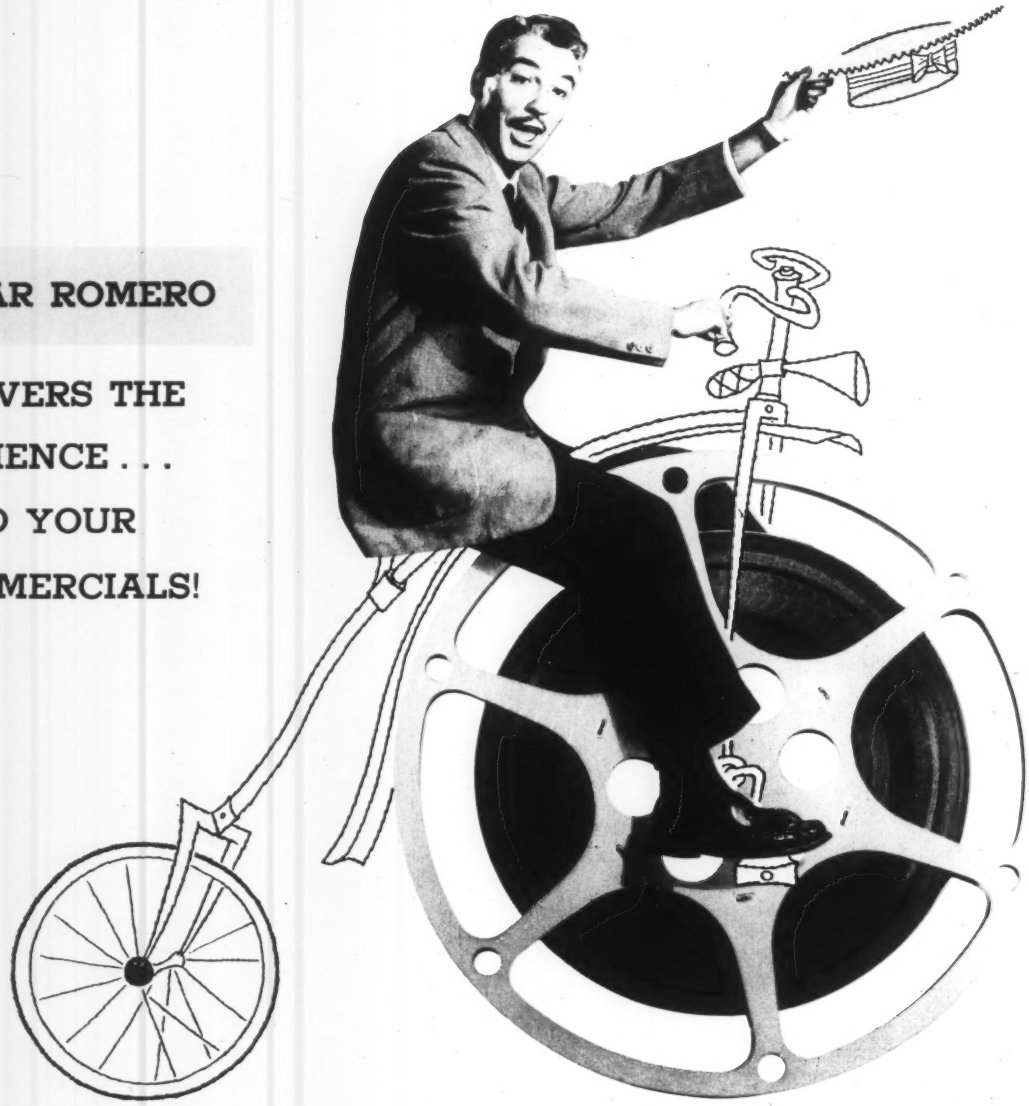
RIGHT THIS WAY

FOR THE HOTTEST

THINGS ON REELS!

CESAR ROMERO

DELIVERS THE AUDIENCE . . . ALSO YOUR COMMERCIALS!



PASSPORT TO DANGER

This show combines a big box-office star and a sure-fire subject: intrigue and espionage in cities all over the world. As a globe-trotting diplomatic courier, Cesar Romero gets in and out of trouble like you and I get in and out of the bathtub. The films are the work of Hal Roach, Jr., and what's more, they're brand-new . . . never before shown in *any* market. Romero is available to add excitement to your commercials. Want more facts? Call:

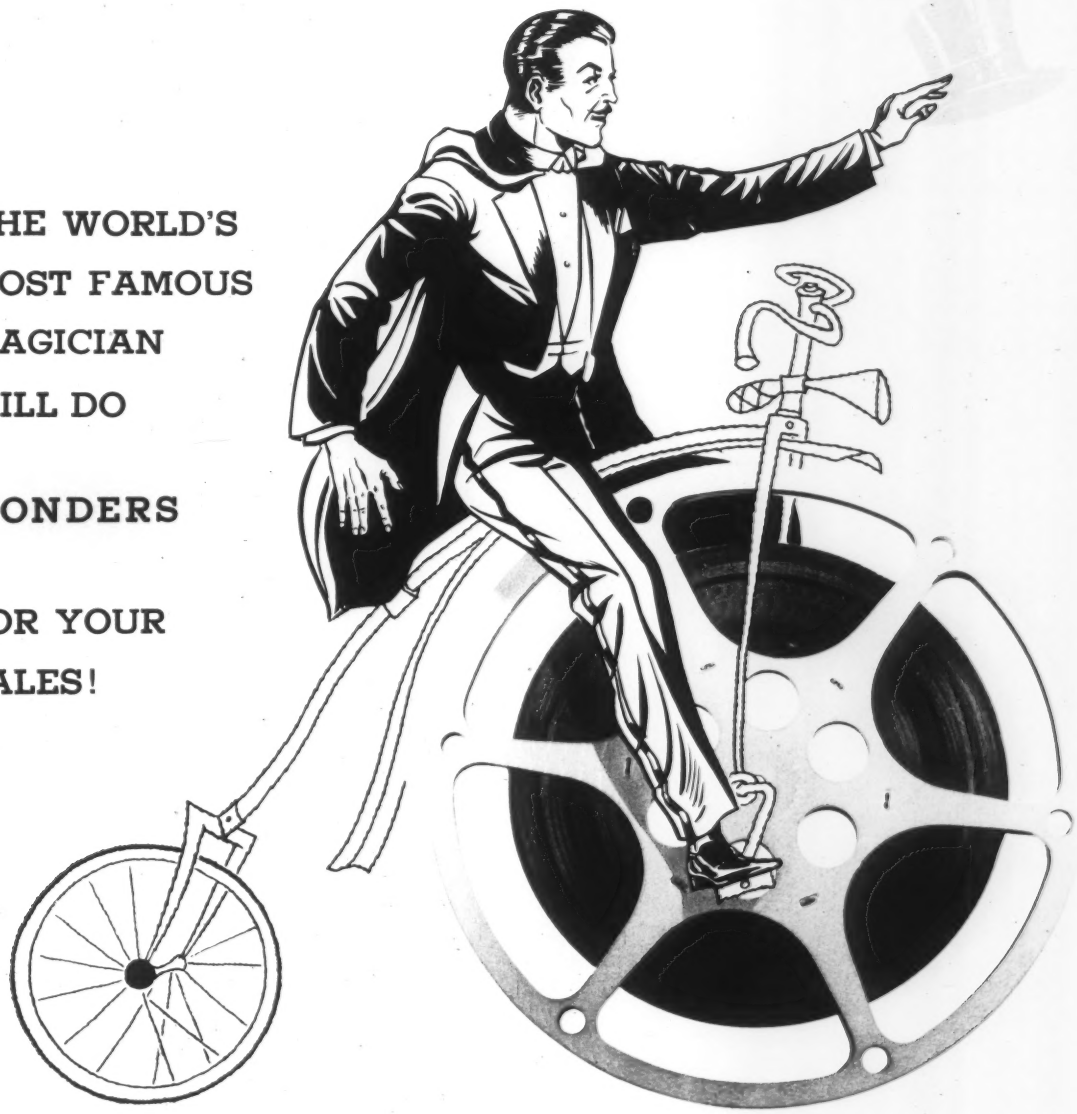
In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141

ANOTHER HIT FROM ABC FILM SYNDICATION, INC.

THE WORLD'S
MOST FAMOUS
MAGICIAN
WILL DO

WONDERS

FOR YOUR
SALES!



MANDRAKE THE MAGICIAN

A brand-new series with—PRESTO!—a ready-made audience of 50 million fans, most of them adults, who follow the famous magician in comic strips. Here's adventure, mystery . . . plus all the surprise and excitement of legerdemain at its best. Coe Norton, a top TV actor *and* skilled magician, plays "Mandrake." How can you go wrong with a selling force like this?

In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141

ANOTHER HIT FROM ABC FILM SYNDICATION, INC.

WANT MORE REEL HOT SHOWS?

RACKET SQUAD

Renewals total 85.7% since the series became available for syndication last fall!

KIERAN'S KALEIDOSCOPE

Voted the best syndicated miscellaneous series in BILLBOARD'S second annual TV film awards!

THE PLAYHOUSE

Multi-market contracts with leading national advertisers account for 80.8% of total sales.

RACKET SQUAD: Geared to sell to a ready and waiting audience . . . combining fast-paced entertainment with public-service appeal . . . at just a fraction of its original cost! 98 half hours available. **KIERAN'S KALEIDOSCOPE:** Witty John Kieran, writer, sports authority, naturalist, and colossus of knowledge, holds a mirror up to nature to provide unduplicated entertainment for the entire family. 104 quarter hours available in 26, 52 or 104 segments or in our unique library plan. **THE PLAYHOUSE:** This dramatic series, sparkling with big box-office names, has a big-time, network quality that you couldn't duplicate for many times its cost to you! 52 half hours. Get full details . . . call!

In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141

3 MORE HITS FROM ABC FILM SYNDICATION, INC.

they get, with how quickly the people come to buy the things they have extolled on the radio."

Advertisers are concerned only about one thing connected with their advertising, according to Mr. Meagher: "Does it pay?" He reminded that radio's revenue is an all-time high —43% above 1946 with the number of stations sharing the revenue up 111%.

"What happens to radio revenues in tv markets?" Mr. Tower asked.

His first study showed how radio stations in the pre-freeze cities of New York and Los Angeles (excluding network keys) had enjoyed a 6.6% increase in revenue during the 1948-52 period despite the multi-video situations.

In three markets, each of which had three pre-freeze stations (Atlanta, Cincinnati and Columbus, Ohio), radio revenues were up by 4% in the 1948-52 period. Their increase in revenue was greater in 1953, and is still greater this year, Mr. Tower's research showed.

Taking three pre-freeze markets that had one station each (Erie and Johnstown, Pa., and Huntington, W. Va.), he found an average increase of 22% in the same period.

Mr. Tower explained that the figures were not designed to represent the nation as a whole, adding the increase was not steady nor did it occur in each city each year.

"In 1951 when television had its first heavy impact on radio," he said, "and as it began to assume the proportions of a national medium, there was some impact on radio revenues but the evidence shows they came back in 1952." Mr. Tower's revenue data was given during his discussion of station operating problems, including personnel and economic factors (see Boston roundup story page 48).

Taking a look at national media, Mr. Tower said that radio was taking about 9% of the national advertising dollar in 1953, or roughly 3% less than the 1949 level, following newspaper and magazine trends. However, he said, radio's revenue, like the printed media, is up (13%) over 1949 with an average increase of 3% per year. Television has had the most rapid growth of all media, he explained, with an average increase per year of nearly 90%. Excluding tv, the average rate of increase for all media has been 8.5% in the period. He said radio, "which was supposed to be an early victim to the economic attack of television, has shown a small but steady gain."

McCOLLOUGH URGES TIGHT-KNIT STATION

Steinman Stations general manager recommends methods of profitable tv operation.

A TIGHT-KNIT organization is the road to profitable tv operation. How this is accomplished was the theme of a talk by Clair R. McCollough, general manager, Steinman Stations, leading a tv discussion at the NARTB District 1 meeting in Boston on Friday.

Mr. McCollough, who also is chairman of NARTB's Tv Board, made two special recommendations in his talk. He urged that station management take time to train its sales staff. He also called for a single program and production department, rather than the multiple organization practiced in most tv outlets.

Speaking of training the sales force, Mr. McCollough said:

"They must know what they're selling; they must be taught to represent your station in a pleasing, effective and understanding manner. They must be taught to give service. . . . Your sales staff can be one of your most valuable aids in creating and maintaining this loyalty. . . . Mistakes or improper procedures in your sales department may not show up as fast as they do in your production or engineering departments, but they're at least as dangerous and destructive in the long run."

GUEST SPEAKERS at the NARTB district meeting in Boston talk it over prior to roundtable discussions. They are Clair R. McCollough (l), WGAL-TV Lancaster, Pa., and E. R. Vadeboncoeur, WSYR Syracuse.

In discussing the effectiveness of a single program-production department (comprising program, production, art, copy, photography and traffic), Mr. McCollough made this point:

"In our case, from the moment the salesman brings a client or his representative to the station, or from the moment he delivers the client's instructions or copy material to the station, the project is in the hands of the Program and Production Department. There are no four or five staff members to round up for a conference. One contact handles all commercial preparation plans, and it passes from that point in orderly procession to continuity, art, photography, traffic and then to the 'on the air' section of the department."

By keeping a tv station closely controlled and by eliminating overlapping and overstaffing, Mr. McCollough saw the answer to profitable operation. He urged that attention be given to regional and local programming, commercial as well as public service, in order to build viewer acceptance. He also advocated that tv station staff personnel be permitted to specialize in tv; not have a "double-duty staff—dividing their time between radio and television."

Mr. McCollough offered a list of do's and don'ts for profitable tv operation. They are:

Do integrate and correlate the various station departments, avoid overlapping of duties and responsibilities, stress service on the part of your sales staff, give full consideration and attention to public service programs and announcements, promote your station and its programs—on-the-air, in trade magazines, in newspapers, on billboard, by direct-mail and otherwise, and establish one central unit for purchases of equipment and supplies.

Don't duplicate personnel responsibilities and duties, minimize any phase of station representation—in service club memberships and talks, in your sales staff, newspaper statements, on-the-air comments by staff members, accurate program listings, telephone-answering, overstaff (or understaff), neglect local and regional news coverage, including filmed news events, be haphazard in your "on-the-air" appearance. Rather, be consistent in your program content and format regardless of which member of your staff is responsible. Put the stress on the program, not the personality—with consistent standards to be followed by all, and at all times.

Steinman tv stations are WGAL-TV Lancaster, WLEV-TV Allentown-Bethlehem-Easton, Pa., and WDEL-TV Wilmington, Del.

RADIO, TV WARNED TO DEFEND SELVES

NARTB's Fellows, speaking in Boston, singles out legislative and private interest groups which are endeavoring to shackle the broadcasters.

RADIO and tv broadcasters are continuing to prosper but the time has come to start fighting back, with all their power, the spreading attacks from legislative and private-interest groups, broadcasters were told last week by NARTB President Harold E. Fellows.

Addressing broadcasters, advertisers and other media men during the first of the annual NARTB district meetings, held Thursday-Friday at Boston (see roundup story, page 48), Mr. Fellows said the mass-influence power of the broadcast media is attracting a surge of bills and resolutions designed to shackle their voice and visual message.

He brought his summary of legislative crises before two forums—the District 1 (New England) meeting and the Radio-Television Executives Club of New England.

Four motives lie behind the rush of Congressional activity, he said. First, the Bryson Bill and similar moves are prodded through legislative channels by pressure groups such as the organized "dry" movement. Second, some legislators have introduced bills because they feel they have been unjustly treated by broadcasters. The author "feels this way about the press too, but there's no handle—like a license —for him to catch hold of in striking back," he reminded.

A third motive stems from broadcasters themselves "who feel, rightly or wrongly, that more law will create more business—or at least more equitable business conditions," he said. Finally he listed the "motivation which results from the manner of our doing business; from the nature of our programming, as the final product is seen by the public; from the normal and purely American competition which identifies any dynamic, growing business enterprise."

Mr. Fellows evaluated the four major types this way:

Pressure groups—"We must be prepared to fight back on an organized basis when we are attacked unfairly and without justification."

Personal privilege—"There's little we can do about legislation introduced by the fellow who thinks he's been wronged—and, usually, little the Congress will do to support his private vendetta."

Business advantage—"Most broadcasters want less law and less regulation; but those who want more deserve and will continue to get a hearing."

Programming—"This is our major problem. This is the basic, underlying cause of most of the legislative proposals which would shackle American broadcasting."

Broadcasters have a clear choice, Mr. Fellows said. It is "to maintain their voluntary standards through observing them, or to run the

Kudos for Radio-Tv

RADIO and tv warnings and information service to New England greatly decreased the number of accidents and fatalities in the recent hurricane, Gov. Christian A. Herter of Massachusetts told the NARTB District 1 meeting Thursday.

Giving the electronic media full credit for their unselfish service around the clock, he praised stations and networks for their public service contribution to the area. He said that while the property damage was greater than in the last severe storm, the number of personal injuries and accidents was lower because "of the extraordinary warning service provided by broadcasters."

risk of gradually surrending their administration to government."

After warning that they must adhere to the radio and tv codes if the American plan of broadcasting is to be preserved, Mr. Fellows told how the House Interstate & Foreign Commerce Committee has said, "admittedly in a report that does not have the force of law," that "drinking an alcoholic beverage in an advertisement on television is not in good taste." He termed it "the first step toward a government standard," and added:

"Should the government be able to regulate in this area, you can be sure the pressure packs will come howling for regulation in such other areas as tobacco, program content, and others."

He threw out this challenge: "If the drys can get together to lobby unfair legislation against us through the Congress, can we get together to resist it?"

Mr. Fellows told how the organized prohibitionists, aware they can't bring back prohibition by amending the Constitution, are now concentrating their attack on the evils of alcohol. Currently their target is advertising, particularly on radio and tv, he said.

Their advertising goal is to get all alcoholic beverage advertising off the air. He then warned other media and advertisers that the next step after such a successful campaign "would be to eliminate similar advertising in other media and ultimately that this campaign should lead to the conclusion that the consumption of alcoholic beverages, whatever the nature of their content, should be eliminated in the United States—or in other words, the return to prohibition."

Recent attempts to bar radio and tv pickup gear from public events were deplored by Mr. Fellows. He explained how the ingenuity of science and the enterprise of business have enlightened the American people, through radio and tv, adding, "It would be sheer folly and nonsense to now state by law or rule or by any other method that an iron curtain of ignorance should be drawn between the American people and their public representatives."

Pointing to advertisers as he outlined the radio and tv codes, and their "high principles," he said, "As we in broadcasting should eliminate from our midst those few who would operate without regard for such high principles, you in advertising should do the same."

In his summary of the industry's growth, Mr. Fellows said there was a net gain of 88 am stations in the last 11 months (116 new, 28 deleted), and a net gain of 58 new tv stations (131 new, 73 deleted).

Four state associations have been added, he declared, bringing the total to 42 "and demonstrating the broadcaster's growing awareness of the need for organized effort at all levels of service."

BEER, WINE DATA QUESTIONNAIRES IN MAIL TO NATION'S BROADCASTERS

NARTB is sending out 2,800 forms in move to determine the time consumed and the programs sponsored by alcohol advertisers.

NARTB was to have mailed out some 2,800 questionnaires by last weekend to the nation's radio and television broadcasters to secure time and program data on beer and wine advertising in accordance with a mandate from the House Commerce Committee.

Mailed in envelopes stamped with a notice in red letters proclaiming the importance of the four-page form inside, the questionnaires seek to elicit from broadcasters information on the amount of time consumed and the programs sponsored by beer and wine advertisers for the period Sept. 1, 1953, through Aug. 31, 1954.

Results covering the 12-month period will be compiled by NARTB to furnish the House Commerce Committee with information requested in the committee's report of Aug. 18 issued in lieu of reporting out for House action the controversial Bryson bill on liquor advertising.

The forms contain three pages of questions, prefaced by a letter from NARTB President Harold E. Fellows in which he explains why the information is needed and describes it as "so compelling that it requires priority attention." NARTB asks return of the forms by Oct. 11.

The House Commerce Committee report asked the information from the broadcasting industry and its trade association, the FCC and the beer and wine industries and their trade associations.

FCC Undecided

The FCC at a meeting last Wednesday considered what steps it would take to furnish the data requested by the House group, but had not indicated by last Thursday whether it will mail its own questionnaires to broadcasters or rely on the NARTB survey. FCC Chairman Rosel H. Hyde, asked whether the complete survey of broadcasters might be handled by one group or the other to prevent duplication, said, "I hope so."

Meanwhile, the wheels are beginning to move, but more slowly, on the beer and wine side of the picture. J. Walter Thompson Co., New York, agency for the U. S. Brewers Foundation, has begun assembling data to forward to the House committee, largely on the amount of money spent in radio and television advertising by beer makers.

USBF's board of directors meets today (Monday) through Wednesday at The Homestead, Hot Springs, Va., and the matter may be one of the topics on the agenda, a spokesman said. USBF represents about 250 brewing companies which operate some 300 brewing plants. These represent about 86% of beer output.

The wine industry, its vinting season just underway, was less disposed to excitement about the report. Edward W. Wooton, secretary of the Wine Conference of America, which lists as members some 20 Wine Institutes (associations) from about as many states, said vintners are going to be pretty busy in the near future on production problems and may find it hard to see the need for hurrying to supply the requested data.

He said he was not aware of any deadline set by the House group for supplying the information. He said the wine industry has every intention of complying with the House committee's request, however. WCA represents about 650 wineries which account for about 90% of all domestic wines produced, he said.

As a preliminary to questions considered at the FCC meeting last Wednesday, a group of NARTB representatives headed by Robert K. Richards, administrative vice president, had met with a similar FCC group the previous Friday to study methods of obtaining the information sought by the House committee.

The FCC group included Warren Baker, general counsel, and three others. Mr. Richards' NARTB group included Richard Allerton, research department manager; Ralph Hardy, government relations vice president; Vincent T. Wasilewski, chief attorney; Edward H. Bronson, director of Tv Code affairs, and John F. Meagher, radio vice president.

Whether the House Commerce Committee would require both the FCC and the NARTB to submit separate reports on the data required was uncertain last Thursday. Rep. Charles A. Wolverton (R-N. J.), committee chairman, was campaigning in his home state and was not available for comment on the matter.

The NARTB questionnaires being mailed last week were developed after intensive study by Research Manager Richard Allerton and the NARTB staff. Each broadcaster is asked to submit data for only one specified week during the Sept. 1, 1953-Aug. 31, 1954 period.

Am, fm and tv broadcasters were divided into 52 groups—one for each week of the year—proportionately equal as to number of am, fm and tv stations, size of each operation and its geographic location.

Individual stations in the first of the 52 groups are asked for data covering the first week of the 52-week period. The second group is queried on data logged during the second week, and so on.

Each broadcaster is asked to list the total time his station was on the air for the specified week, including public service, compared to the total time utilized by programs sponsored by beer or wine advertisers. He is asked for the total number of programs, including public service, compared to the number of programs which had beer or wine sponsors. He is asked for the total number and length of announcements for the specified week, plus the total number and length of announcements advertising wine or beer.

AM-FM Stations Get Duplicates

Duplicate forms are forwarded to am-fm operations, with instructions to complete a form on each operation if am programming is unduplicated by the fm facility.

The questionnaires apply only to those outlets on the air for the entire 52-week period.

Through this method of questioning, says Mr. Allerton, broadcasters need to examine only one week of their logs and their list of clients for programs and announcements.

At the same time, he adds, seasonal advertising is accounted for by the fact that a representative group will report on every week of the year. This means that heavy advertising for a certain period of the year (i.e., beer-sponsored baseball broadcasts or telecasts) will be tabulated in its correct perspective.

Broadcasters are not being queried by NARTB on amounts of money received. The House Commerce Committee report asks for total money spent, which would include production, programming and talent costs, agency fees, etc., in addition to time costs.

Obviously, the amounts spent on beer and

There's Big Doing's down Texas Way...

...and WBAP-TV is Doing it!

★ **SIXTH ANNIVERSARY** — WBAP-TV, the Southwest's pioneer station, celebrates its sixth anniversary on September 29th and begins another year of service to the people and industries of this great area.

★ **FULL POWER** — With the target date of September 18th, WBAP-TV will increase its power to 100,000 watts—a new 1113-foot tower-antenna—on its 84 acre site—to become one of the most powerful stations in the Southwest, serving over 55 counties.

★ **FULL COLOR** — Since May 15, 1954, when a giant three-hour color show heralded color at WBAP-TV, the station has a weekly output of 15 programs of local studio color plus network tie-ins.

★ **MULTI-MILLION DOLLAR MARKET** — With its new power and facilities, WBAP-TV will transmit to over 400,000 television sets in the multi-million dollar Fort Worth-Dallas market.

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

wine advertising in radio and tv must come from the advertisers themselves. These figures, Mr. Allerton says, would be compared to the total money invested in radio and television by all advertisers.

Estimates of the total money invested in radio-tv advertising are made by the McCann-Erickson research department for *Printers' Ink*. Although the McCann-Erickson reports are made for calendar years only, NARTB expects to obtain from the agency its estimates of the total amounts spent in radio-tv for the Sept. 1, 1953-Aug. 31, 1954 period being considered, Mr. Allerton said.

FORD FRICK SAYS TV THREATENS MINORS

UNLIMITED TELEVISION was criticized last week by Ford Frick, commissioner of baseball, as "killing off minor league baseball, which, in turn, will kill off major league baseball."

Mr. Frick, who offered this observation during a question-and-answer period in an appearance before the Sports Broadcasters Assn. of New York last Wednesday, urged that a meeting he held by representatives of the television and radio broadcasting industries, the major and minor leagues, and his office in an effort to solve the problem. He contended that "with proper thought and attention, we can come up with a solution to the radio and tv problem that will be happy for both sides".

Apprised of Mr. Frick's statement, NARTB President Harold Fellows (in Boston for the Dist. 1 meeting) replied that the association would be pleased to meet with Mr. Frick and other representatives of the leagues to discuss the matter. He reminded that NARTB's Sports Committee, chairmanned by George Higgins of KMBC Kansas City, has continually taken the initiative in trying to reach agreement with the sports industry on mutual problems.

Invasion of Minors

Although Mr. Frick did not specify what he meant by "unlimited television," his criticism was construed as being directed primarily toward "game of the week" tv programs and various regional tv networks that he feels "invade" minor league territories with telecasts of major league games.

In answer to a question based on a statement that the radio and tv industry considers the radio and tv presentation of games a "public service," Mr. Frick reported that this was "a selfish and phony attitude." He challenged the industry by guaranteeing to make major league baseball games available to networks free of charge, provided they are carried unsponsored.

Warning the sports broadcasters that "your short-sighted attitude in time can cost you your good jobs because there won't be any baseball left to broadcast or telecast," Mr. Frick added:

"We both have a common cause and a common goal. And our long-range common program must be to keep everybody in business. I don't know if a happy solution will please the FCC, but I do know that it can be satisfactory to all of us. I guarantee it."

Galvin, Redden Appointed For RETMA Committee Posts

PAUL V. GALVIN, president of Motorola Inc., was reappointed chairman of the Radio-Electronics-Television Manufacturers Assn.'s Subscription Television Special Committee for the 1954-55 fiscal year, the association announced last week.

Appointment of Ellis L. Redden, Magnavox Co., as chairman of RETMA's Public Relations and Advertising Committee for the same period also was announced. Mr. Redden succeeds John F. Gilligan, Philco Corp.

Named to serve with Mr. Galvin on the special committee on subscription tv were the following:

Dr. W. R. G. Baker, GE; H. C. Bonfig, Zenith; Leonard F. Cramer, Avco; Allen B. DuMont, DuMont; Larry F. Hardy, Philco; H. Leslie Hoffman, Hoffman; Leslie F. Muter, Muter; Carl Leserman, International Telemeter Corp.; L. W. Teegarden, RCA. The latter two are new to the committee. Serving with the committee *ex officio* are RETMA Chairman Max F. Balcom and President-General Counsel Glen McDaniel.

Members of the Public Relations and Advertising Committee in addition to Mr. Redden are:

Julius Haber, vice chairman, RCA; J. Calvin Affleck, DuMont; Michael Ames, Emerson; G. A. Bradford, GE; Dave Cook, Stromberg-Carlson; Fred Gregg, Avco; Morgan Greenwood, Philco; C. Erik Isgrig, Zenith; James M. Jewell, Arvin; L. R. Johnson, Hoffman; Edward Kantrowitz, Emerson; Cliff Knoble, Raytheon; David H. Kutner, Motorola; Ted Leitzell, Zenith; Gerald Light, CBS-Columbia; John S. Mahoney, Hallicrafters; Stanley H. Manson, Stromberg-Carlson; Stanley A. Morrow, Capehart-Farnsworth; Sheldon F. Myers, Westinghouse; Herman S. Sacks, Bendix; Graeme Stewart, Stewart-Warner; William D. Stroben, Sylvania; Robert H. Thompson Jr., Packard-Bell; E. M. Trefethen, GE; William Wight, Philco.

Raymond Guy to Head NARTB Engineering Advisory Unit

RAYMOND F. GUY, NBC manager of radio and allocation engineering, will be chairman of NARTB's 1954-55 Engineering Advisory Committee, NARTB President Harold E. Fellows said in announcing members last week.

Other members, five for radio and five for television, are:

Radio—E. M. (Pete) Johnson, MBS administrative vice president for production, engineering and station relations; J. E. Mathiot, WGAL Lancaster, Pa.; Dale Moudy, KOWH Omaha; James Russell, KVOR Colorado Springs, Colo.; Robert Sinnett, WHBF Rock Island, Ill.

Television—Rodney Chipp, engineering director, DuMont Tv Network, New York; John Leitch, WCAU-TV Philadelphia; William B. Lodge, CBS-TV vice president for engineering; Frank Marx, ABC-TV vice president; Carlton G. Nopper, WMAR-TV Baltimore.

See Heads NARTB Films Group

NARTB's Television Film Committee for 1954-55 will be headed by Harold See, KRON-TV San Francisco, Harold E. Fellows, NARTB president, said in announcing appointments last week. The group will meet Oct. 4-5 at Chicago's Conrad Hilton Hotel.

Other members: Paul Adanti, WHEN-TV Syracuse; John Esau, KTVQ (TV) Oklahoma City; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Klaus Landsberg, KTLA (TV) Los Angeles; Elaine Phillips, WSPD-TV Toledo; Irving Rosenhaus, WATV (TV) Newark; Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Dist. 11 to Elect Director

NARTB members in District 11 (Minn., S. D., N. D.) are balloting to elect a successor to John F. Meagher, formerly with KYSM Mankato, Minn., who resigned as district director in June to become NARTB's first radio vice president. The two nominees are F. E. Fitzsimonds, KFYR Bismarck, N. D., and F. Van Konynenburg, WCCO-TV Minneapolis. Ballots are returnable Sept. 17.

Advertisers Make Plans For Nov. 8-10 Meeting

ASSN. of National Advertisers has begun spadework for its 45th annual meeting Nov. 8-10 at New York's Hotel Plaza by announcing the appointment of William G. Power, advertising manager of General Motor's Chevrolet Motor Division, as program chairman.

Mr. Power was appointed by ANA's board of directors, of which Ben R. Donaldson, Ford Motor's director of institutional advertising, is chairman.

Other members appointed to the program committee are: Herbert Osterheld, The Borden Co.; Donald Frost, Bristol-Meyers Co.; W. C. Sproull, Burroughs Corp.; Stuart D. Watson, S. C. Johnson & Son; David Bland, G. Krueger Brewing Co.; Donald Cady, The Nestle Co.; A. H. Thiemann, New York Life Insurance Co.; A. Craig Smith, Gillette Safety Razor Co.; Stanley H. Pulver, Lever Bros. Co.; Alden James, P. Lorillard Co.; John Alden, The Norwich Pharmacal Co., and James J. Delaney, Sinclair Refining Co.

McKenna to Join BAB

CARROLL McKENNA, director of sales promotion and research for KABC Los Angeles and the ABC Radio network's Western Division, will join the national promotion staff of BAB next Monday (Sept. 20), BAB National Promotion Director J. Norman Nelson announced last week. Mr. McKenna joined ABC-KABC five years ago as sales promotion assistant, later became director of research, and in December 1953 was made director of sales promotion and research. He served for three years as chairman of the research committee of the Southern California Broadcasters Assn.

Helen Fruth Leaves NARTB

HELEN FRUTH, who joined NARTB in 1945 as secretary to Judge Justin Miller, chairman of the board and president who retired last April 1, left NARTB Friday to become secretary to Don Petty, partner in the Los Angeles law firm of McClean, Salisbury, Petty & McClean. Judge Miller is counsel for the firm. Mr. Petty is a former NARTB general counsel.

D. C. Public Relations Meet

FIRST Annual Middle Atlantic Public Relations Conference, to be sponsored by the Washington chapter, Public Relations Society of America, will be held at the Hotel Statler, Washington, Sept. 24, it was announced last week.

The conference will feature a discussion by leading radio-tv figures on "What Radio and Tv Want from Public Relations Practitioners." PRSA Washington chapter president, Ludwig Caminita Jr., has announced. Richard R. Bennett, Washington public relations director, National Assn. of Mfrs., is general chairman of the conference with headquarters at 424 Wyatt Bldg.

Howell Named to ACEJ Post

REX G. HOWELL, KFXJ-AM-TV Grand Junction, Colo., has been named to succeed Robert K. Richards, NARTB administrative vice president, as NARTB representative on the American Council on Education for Journalism, Harold E. Fellows, NARTB president, said last week.

E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, has been appointed to the accrediting committee of the ACEJ, Mr. Fellows said. He succeeds Hugh B. Terry, KLZ-AM-TV Denver, who has just completed a one-year term on the committee.

No long shot, this

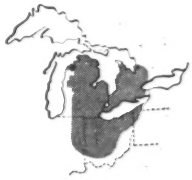
Some of the smartest advertisers we know are sure of one thing—the best way to *move goods fast* is to pinpoint their advertising on big markets. That's why they buy *spot radio, on key stations.* They know, too, that every dollar counts when they buy time on the handful of good stations that cover just about everybody. WJR, for example, reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

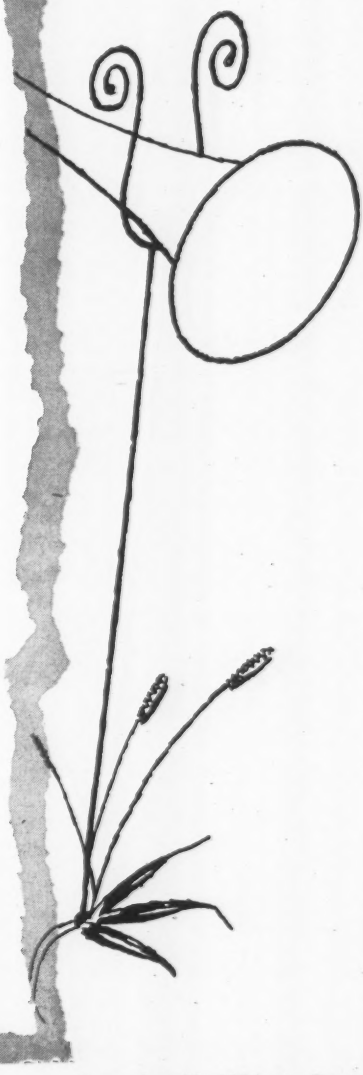
WJR

Detroit

50,000 watts CBS Radio Network



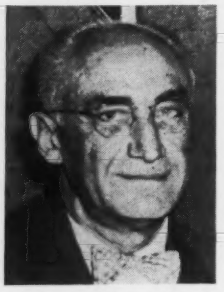
WJR's primary coverage area: more than 15,000,000 customers



RADIO-TV SET COUNT NEARS RELEASE

Tabulations are completed and issuance of the report is expected within six weeks. Another report on audience measurements also is being readied for distribution.

REPORT on the $80,000 nationwide radio-tv set count underwritten by the four national radio networks and BAB, and Advertising Research Foundation's report on "Recommended Standards for Radio and Television Program Audience Size Measurements" are slated for publication in "early fall" and "fall," respectively, ARF President Edgar Kobak reported last week.



MR. KOBAK

Writing in his September "news letter" to ARF subscribers, Mr. Kobak noted that Alfred Politz Research Inc. had completed field work and tabulations for the radio-tv set count and turned the data over to ARF, which currently is preparing the report for distribution. Network and BAB authorities meanwhile said target date for issuance of the report is about six weeks away but that they hoped it might be ready somewhat sooner.

The report on audience measurements, prepared by working committee No. 1 on the radio-tv ratings review study, "will be printed and distributed just as soon as it has been reviewed and approved by the 'main' committee for the entire project, the technical committee, and the board of directors," Mr. Kobak said. He added: "It will be well worth waiting for, I have been told."

At another point in his review of ARF activities, Mr. Kobak, a business consultant and radio station owner, observed that his service as ARF president "is a part-time assignment" and said:

"Let's hope the day is near when we can find and afford a fulltime president and I can devote my time to my clients. I've agreed to help as long as necessary—and I'm glad to do so—but we don't want it to be too long."

Discussing the Politz radio-tv set census, Mr. Kobak said:

"More than 10,000 interviews were made on a nationwide probability sample of households to determine the number of radio sets and number of television sets in working order in U. S. households, the rooms in which they are located and the number of family automobiles with radio sets. Harper Carraine of CBS Radio . . . is head of the committee for this project.

"Incidentally, we made the study in cooperation with the Federal Civil Defense Administration and our questionnaire included basic questions pertaining to use of radios as related to civil defense and the CDA program. I understand the latter information won't appear in the report but that it was sent immediately to the CDA."

Mr. Kobak also noted that work is underway on ARF's project to develop a "design" for audience studies of major media on an integrated basis. First consideration, he said, is being given to developing a design for an audience study of magazines, which will be integrated with plans for audience studies of other media. The "main" committee on this project is headed by Lyndon O. Brown, Dancer-Fitzgerald-Sample.

'Dragnet', 'Gangbusters' Top Nielsen Evening Radio Survey

NBC's *Dragnet* took over first place in the evening once-a-week division of the Aug. 1-7 Nielsen ratings, but CBS held eight of the top 10 positions. In the evening multi-weekly group, NBC's *One Man's Family* and *News of the World* were first and second, respectively, followed by CBS' *Lowell Thomas* show. The complete listings:

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average For All Programs)	(886)
1	Dragnet (NBC)	2,099
2	Gangbusters (CBS)	1,679
3	Two for the Money (CBS)	1,679
4	Gunsmoke (CBS)	1,633
5	Roy Rogers Show (NBC)	1,633
6	People Are Funny (CBS)	1,586
7	Arthur Godfrey's Scouts (CBS)	1,446
8	My Little Margie (CBS)	1,446
9	F.B.I. in Peace and War (CBS)	1,399
10	My Friend Irma (Carter) (CBS)	1,306
Evening, Multi-Weekly		
	(Average For All Programs)	(793)
1	One Man's Family (Toni) (NBC)	1,306
2	News of the World (NBC)	1,306
3	Lowell Thomas (CBS)	1,166
Weekday		
	(Average For All Programs)	(1,399)
1	Romance of Helen Trent (M-W-F) (CBS)	2,426
2	Romance of Helen Trent (T & Th) (CBS)	2,332
3	Our Gal, Sunday (CBS)	2,332
4	Ma Perkins (CBS)	2,192
5	Road of Life (CBS)	2,099
6	Wendy Warren and the News (CBS)	2,052
7	Young Widder Brown (Sterling) (NBC)	2,052
8	Young Dr. Malone (CBS)	2,052
9	Stella Dallas (NBC)	1,959
10	Young Widder Brown (Toni) (NBC)	1,912
Day, Sunday		
	(Average For All Programs)	(513)
1	Galen Drake (Gen. Foods) (CBS)	1,026
2	Sunday Gatherin' (CBS)	980
3	Lorne Greene (MBS)	746
Day, Saturday		
	(Average For All Programs)	(700)
1	Stars Over Hollywood (CBS)	1,493
2	City Hospital (CBS)	1,353
3	Robert Q. Lewis (Van Camp) (CBS)	1,120

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BAB Report Analyzes Men's Wear Retailing

A "HOW TO" presentation designed for advertising and promotion efforts in the men's wear field was announced last week by BAB. The 20-page color brochure, *Annual Pattern for Effective Advertising by Men's Wear Retailers,* is in the mail for more than 850 BAB members.

The brochure explains there is an established consumer buying pattern guiding the retailer in his selection of buying and selling times which gives him the maximum profit. The report emphasizes, however, that advertising and promotion, to be most effective, must match the particular buying pattern.

It outlines eight steps for the men's wearing apparel retailer to follow in his advertising-promotion approach: make a plan; allocate enough advertising dollars; advertise consistently; time your promotion correctly; advertise to the people who buy; cover your entire market with your advertising; remember that advertising can't do everything, and adapt this general plan to the specific case.

The BAB sales presentation, spokesmen said, presents a sample, month-by-month plan which could be adapted to any type of men's wear store in any locality and includes the average percentage of annual sales which each month contributes, percentage of different men's wear items sold each month and the best sellers, promotional items, hints and special events which can be stressed. A similar women's wear brochure will be published shortly, according to BAB.

July Tv Set Sales Reach Record High

HIGHEST July sales of tv receivers on record were reported by Radio-Electronics-Television Manufacturers Assn. last week for the period ending July 31.

During July, 368,634 tv sets were sold through retail outlets, RETMA reported. This compares with 351,885 sets sold in June and 340,406 sold in July 1953.

For the first seven months of this year, RETMA reported 3,174,394 units compared to 3,116,306 for the same 1953 period.

Retail sales of radios were 411,197 in July, compared to 537,494 the month previous and 366,666 in July of last year. July sales of radios, excluding automobile sets, were the highest for that month since 1951, RETMA said. For the seven months, excluding automobile receivers, 2,822,090 radio units were sold at retail, compared to 3,383,862 for the same period last year.

Ziv Spot Show In Videodex Top 10

HIGHLIGHT of the Videodex network top 10 tv program listings for Aug. 1-7 period was the emergence of *I Led Three Lives,* Ziv Television filmed show placed on a spot basis, in a ninth-place tie. It was explained by Videodex that *I Led Three Lives* is the second show placed on a spot basis to achieve top 10 ranking, with *Boston Blackie* having earned that distinction several years ago. Complete listings are as follows:

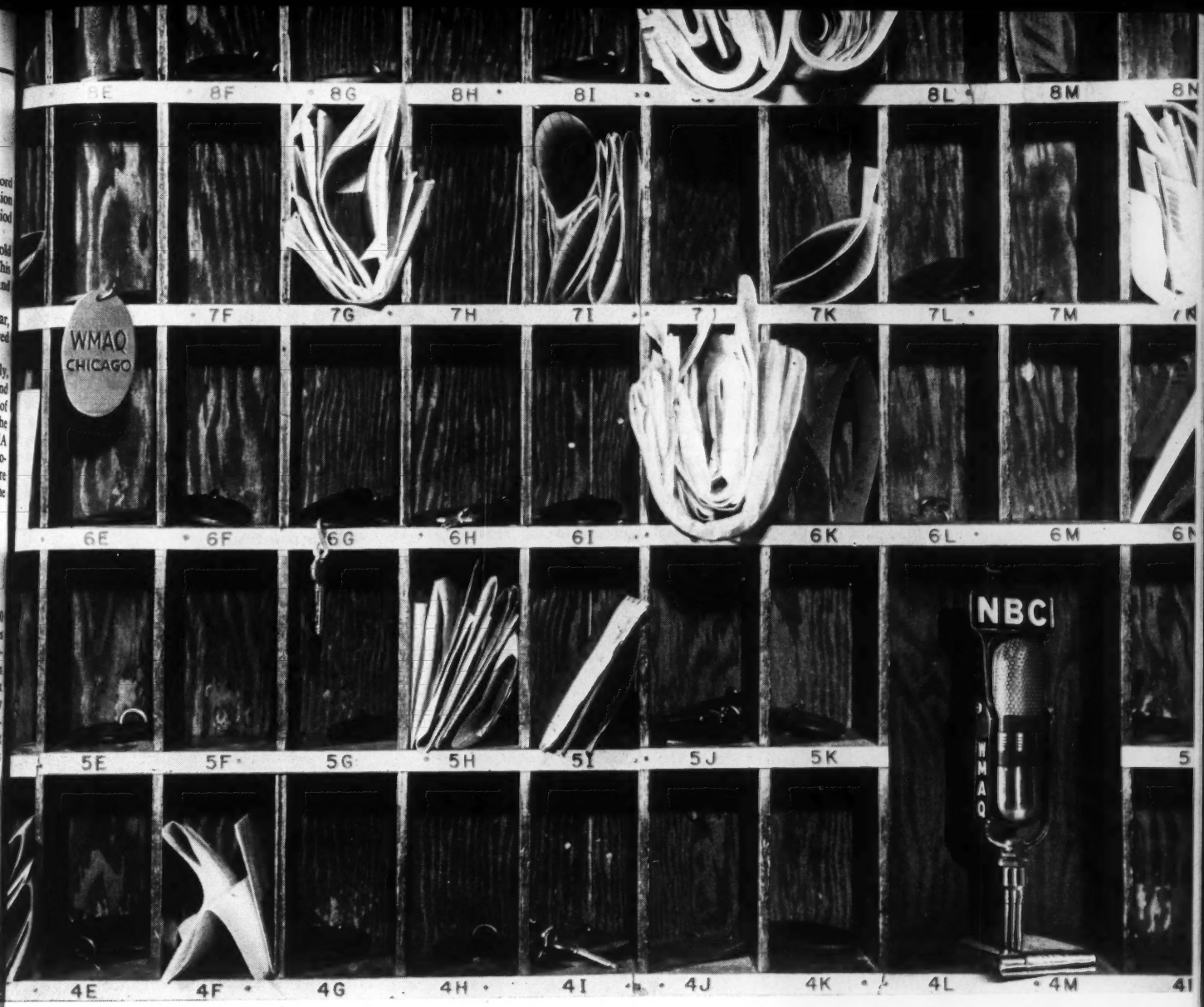
	Name of Program	No. of Cities	% Tv Homes
1	Dragnet (NBC)	116	33.0
2	Best of Groucho (NBC)	134	31.6
3	Toast of the Town (CBS)	118	28.7
4	Red Skelton (CBS)	123	27.4
5	Tv Playhouse (Goodyear) (NBC)	110	26.8
6	Saturday Night Revue (NBC)	76	26.4
7	Stage Show (CBS)	95	25.8
8	Summer Comedy Hour (NBC)	114	24.1
9	Summer Theatre (Westinghouse) (CBS)	83	23.9
	I Led Three Lives (Spot)	121	23.9
10	Public Defender (CBS)	127	23.8

	Name of Program	No. of Cities	No. Tv Homes (000's)
1	Dragnet (NBC)	116	13,448
2	Best of Groucho (NBC)	134	12,754
3	Toast of the Town (CBS)	118	10,804
4	Red Skelton (CBS)	123	10,607
5	Tv Playhouse (Goodyear) (NBC)	110	10,468
6	Ford Theatre (NBC)	155	10,180
7	Public Defender (CBS)	127	9,864
8	Summer Comedy Hour (NBC)	114	9,813
9	Dollar a Second (NBC)	124	9,362
10	Stage Show (CBS)	95	9,305

Film Production Wages Show Increase in July

WAGE LEVELS in tv and theatrical motion picture production, already at an all-time peak, continued to rise during July, according to the California Dept. of Industrial Research. A labor statistics bulletin revealed that average weekly earnings during July reached $132.20, from $130.38 during the preceeding month and $116.91 during July 1953.

Meanwhile, a "conservatively estimated" 98% of all IATSE motion picture back lot workers are currently employed, according to Carl Cooper, business agent, IATSE Stagehands Local 33, Los Angeles, and member of the AFL Hollywood Film Council. At least 85% of other Hollywood crafts, including film editors, cameramen and sound technicians, also are employed, with members of Local 33, which services all live Hollywood tv network production, "100% employed—better than at any time during the last 25 years," he told B•T.



THEY LIKE IT HERE

When advertisers check into WMAQ, they usually stay a long, long time. For instance . . . a sample of just eight WMAQ sponsors adds up to *75 uninterrupted years* of contented residence. An amazing record for a radio station, and a pretty revealing clue to its standing with advertisers.

Here are the eight sponsors and their individual records under WMAQ*'s roof:*

WIEBOLDT STORES, INC. (Department Stores) — 19 years. CHICAGO & NORTH WESTERN RAILWAY — 17 years.
SKELLY OIL COMPANY — 16 years. CHAS. A. STEVENS & CO. (Women's Apparel) — 7 years.
METROPOLITAN LIFE INSURANCE COMPANY — 6 years. TALMAN FEDERAL SAVINGS & LOAN ASSOCIATION — 4 years.
STEWART'S PRIVATE BLEND COFFEE COMPANY — 3 years. OLSON TRAVEL ORGANIZATION (European Tours) — 3 years.

Advertisers like it at WMAQ for lots of reasons. WMAQ is centrally located — right in the heart of America's second greatest market. Every WMAQ room commands an encompassing view of the biggest-buying audiences among Mid-America's 4 million families with an effective buying income of $24 billion. WMAQ's merchandising, advertising and promotion activities are the most extensive of any Chicago radio station.

If your advertising plans cover just next week, the next 13 weeks, or the next 13 years, you're sure to like it at WMAQ — where transients usually become permanent residents.

WMAQ NBC **IN CHICAGO** *a service of* RCA *Represented by NBC Spot Sales*

STERLING RESIGNS FROM FCC; McCONNAUGHEY MAY SUCCEED

Health believed reason for retirement of the FCC veteran and broadcast pioneer. Speculation on Mr. McConnaughey also includes possibility of Ohioan ultimately becoming Commission chairman.

FCC COMR. GEORGE E. STERLING has tendered his resignation to President Eisenhower and will retire after 31 years of government service as of Sept. 30.

Mr. Sterling, it was learned authoritatively, has written the President advising him of his decision to retire. While the contents of the letter are not known, it is understood his decision was based partially upon recommendation of his physicians and at the behest of his family. The 61-year-old engineer has risen through FCC ranks and has served as a member of the FCC since Jan. 2, 1948. His present term ordinarily would expire June 30, 1957.

The impending retirement resulted in immediate revival of speculation that George C. McConnaughey, chairman of the Renegotiation Board and an Ohio Republican, would be named to succeed Mr. Sterling as a commissioner and ultimately would be appointed to the FCC chairmanship. Rosel H. Hyde, incumbent chairman, has served as "acting chairman" since the one-year tenure to which he had been named by the President expired last April 18. Mr. Hyde, however, is still strongly supported for reappointment as the FCC's directing head.

Last July Comr. Sterling left Washington for his first extended vacation in years in his native Maine (he has a home on Peaks Island, near Portland). He had been advised by his doctors to slow down and while it's understood his health has improved considerably, he nevertheless has yielded to the wishes of his family that he retire from the FCC and perhaps undertake less rigorous work. It is known that he has been offered a number of positions in industry, including consulting engineer practice. He intends to make his permanent home at Peaks Island with Mrs. Sterling. Both of the Sterling daughters are married.

No Word From President

No formal word was forthcoming either from the White House or from the summer White House in Denver regarding the Sterling letter. With more than 30 years service and in his 61st year, Mr. Sterling can retire at substantially half his present $15,000 annual pay. He plans to return to Washington this week presumably to remain until his retirement.

Mr. McConnaughey, who is 58, frequently has been mentioned as a possible appointee to the FCC [B•T, Aug. 16; July 12; May 10, 3]. He advised B•T last month that no one had talked with him about the post and asserted he personally had not "plugged" for the assignment but he did conjecture that his name had been "bandied about" and added that if the chairmanship were proffered, he would accept. Contacted last Thursday, Mr. McConnaughey said he had no further word about the FCC.

It is known, however, that Mr. McConnaughey is held in high regard by the White House because of the job he has done with the Renegotiation Board, which handles government contract settlements. He is a former chairman of the Ohio Public Service Commission, having been appointed by the then governor and now senator, John W. Bricker (R-Ohio). Sen. Bricker is chairman of the Senate Interstate and Foreign Commerce Committee which is undertaking a full-scale investigation of the broadcast field and the networks. When Mr. McConnaughey's name arose in connection with possible appointment to the FCC last month, Sen. Bricker told B•T that he was a "good friend" and had supported him for the Renegotiation Board appointment but was then "not particularly" backing him for any FCC position.

Mr. McConnaughey is said by his friends to be a vigorous free enterpriser and a top administrator. Almost his entire background is regulatory phases of law.

Mr. Sterling's decision to retire, it is generally thought, will be regretted by his associates at the FCC and by many of those in the broadcasting field. He has been one of the best-known figures in communications for a generation and is one of the real pioneers in the regulatory field.

He could have remained a commissioner probably until the end of his term in 1957, without accounting for his time, but presumably feels that the FCC should have its full strength. Before being named to the FCC in 1948, he had served with distinction as the Commission's chief engineer. During World War II he organized and headed the Radio Intelligence Division and had served as the Commission's security officer. He also was the key FCC figure in the establishment of Conelrad in collaboration with the Office of Civilian Defense. This is the "radio silence" system de-

COMR. STERLING

signed to frustrate use of broadcast frequencies for "homing" beacons by possible invading enemy planes and, at the same time, set up a fool-proof alerting system for the civil population. He was liaison officer with the military for a number of years and in 1948 was co-chairman of the U. S. Delegation to the International High Frequency Broadcasting Conference in Mexico City.

In recent months he had asked Chairman Hyde to relieve him as security officer and assign certain other extra-curricular functions to other members of the FCC.

George Edward Sterling was born on June 21, 1894, at Peaks Island and comes from a long line of sea-going folks. He has been in radio since 1908 when he became an amateur operator. He served on the Mexican border in 1916 with the Maine infantry and in the first World War with the 26th Division, afterward transferring to the Signal Corps. Mr. Sterling served as a radio instructor and completed officer's training in France. He assisted in organizing and operating the first Radio Intelligence Section of the Signal Corps. After World War I he served as a radio operator in the merchant marine and as a marine radio inspector for RCA beginning in 1922. The following year he entered federal service as a radio instructor in the Bureau of Navigation of the Dept. of Commerce. In 1935 he was appointed inspector-in-charge of the FCC 3d District in Baltimore before being transferred to the Field Division in 1937 as assistant chief.

Mr. Sterling is the author of the *Radio Manual*, long recognized as a standard textbook in radio communications, equipment and procedure by radio schools and for government training. A member of many engineering and technical organizations, Mr. Sterling is the founder and current president of the Channel Number 1 Club, a secret society designed to perpetuate the existence of non-existant Channel One for posterity.

PLOTKIN SWORN IN ON NETWORK PROBE

Minority counsel of Bricker tv investigation will assume duties Sept. 20.

HARRY F. PLOTKIN, 41-year-old former assistant general counsel of the FCC, last Wednesday was sworn in as minority counsel for the Senate Commerce Committee's upcoming probe of radio-tv networks and the uhf-vhf problem.

Mr. Plotkin's appointment was made by Sen. John W. Bricker (R-Ohio), committee chairman, upon the recommendation of Sen. Edwin C. Johnson (D-Colo.), ranking minority member on the committee. He will assume duties Sept. 20, after closing out his current commitments with the Washington law firm of Arnold, Fortas & Porter, in which he is a partner.

Robert F. Jones, former congressman from Ohio and member of the FCC, took over Sept. 1 as chief counsel to head the investigation.

The Bricker statement said a staff study would be conducted during the congressional recess and results presented to the full Senate Commerce Committee at the first session of the 84th Congress. Sen. Bricker said he intends to hold hearings next year on the basis of the study.

Mr. Plotkin said he has made plans to return to his law firm on the basis of the projected hearings being completed by next February or March. In the meantime, he will not participate in the firm's fees, he said.

The former FCC assistant general counsel (1940-51), referring to published comment that his relationships with Mr. Jones (FCC Commissioner, 1939-47) had not been entirely cordial during their terms together on the FCC, said he and Mr. Jones "have always been good friends." He admitted, however, that they did not see eye to eye on many things.

Appointment of the two brought at least one minor problem—that of office space: the medium-sized room in the basement of the Senate Office Building originally had been assigned to the communications subcommittee headed by Sen. Charles E. Potter (R-Mich.), with desks for Nicholas Zapple, the Senate Commerce Committee's communications counsel, and two secretarial personnel.

Mr. Zapple, who was counsel to the Potter unit during its hearings last spring, and after-

HOT PROPERTY

Danny Thomas named TV's funniest new star . . . starts second year with new laughs, old sponsors

The hot news for the fall is that American Tobacco and Dodge have renewed Danny Thomas's "Make Room for Daddy," on ABC. When Danny won the "Emmy" award for "the outstanding new program of the season," it only confirmed what everybody knew. Here was the comedy sensation of the year, the golden boy who added a 24K touch to situation comedy. Danny was *hot* this year, and he'll be even *hotter* next season, with a rating that will rocket right out of sight. It couldn't happen to a funnier—or nicer—guy.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

ward, will coordinate the network investigation. This means space must be made for at least two more persons in a room already at capacity.

Mr. Jones reiterated last week that he had no comment on whether additional staff personnel (clerical or counsel) will be added for the probe. Neither was he ready to indicate what direction the investigation will take, now or later.

Although Sen. Bricker was in Ohio last week and unavailable for comment, it seemed reasonable to assume from his statement that no full-dress meeting of the committee during the congressional recess is in present plans.

Sen. Bricker's announcement last week said Mr. Jones and the committee staff will study the feasibility and practicability of pending

MR. PLOTKIN

legislation to place radio and tv networks under jurisdiction of the FCC. The staff also will study the "whole uhf-vhf problem on which the Committee's Subcommittee on Communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter," the statement said.

Mr. Plotkin has been a partner with Arnold, Fortas & Porter since June 1951. A native of Athol, Mass., he was graduated from Harvard in 1934 and Harvard Law School in 1937. He was graduated *magna cum laude* and is a Phi Beta Kappa. At law school he was a member of the *Harvard Law Review* board of editors.

Mr. Plotkin was associated with the Chicago law firm of Topliff & Horween from 1937-39 and during his term with the FCC was in charge of litigation and administration.

KARM Wins Initial Decision For Fresno Ch. 12 Facility

KARM Fresno, Calif., last week won the initial decision issued by FCC Hearing Examiner Basil P. Cooper for a new tv station on ch. 12 there. The competing bid of KFRE there would be denied.

Examiner Cooper's decision favored KARM on the basis of superior operation of its am station. He stated that KFRE commercial policies included (1) discriminating against Fresno merchants in favor of national advertisers, (2) broadcasting four to eight spot announcements in a 15-minute program, and (3) broadcasting back-to-back as many as four announcements in some of the station's personality programs.

FCC REVISES POLITICAL REGULATIONS; STANDARD RATES, POLICIES WILL APPLY

Commission ruling, effective now so as to be a guide for the fall campaigns, means radio-tv broadcasters must treat politicians the same way they treat commercial advertisers.

REVISED policy on rates and practices of radio-tv stations with respect to political broadcasts was set forth by FCC last week, just in time to guide stations in the fall election campaigns.

Adopted in final form substantially as proposed [B•T, June 28], the revision to FCC's am, fm and tv rules implements the 1952 amendment made by Congress to Sec. 315 of the Communications Act, namely: stations cannot charge politicians more than regular commercial advertisers for air time or facilities.

In view of the closeness of the fall contests, FCC made the changes effective immediately. The order, adopted Sept. 2, was made public Tuesday. Secs. 3.190 (am), 3.290 (fm) and 3.657 (tv) of the Commission's rules are affected (see separate box).

In brief, the changes affect stations in this manner:

- Legally qualified political candidates are entitled to the same rates, discount privileges and other conditions or services to which any regular commercial advertiser is entitled.
- Serious doubt exists as to the legality of the practice by many stations of requiring politicians to post bond or otherwise indemnify the licensee against damage suits, unless regular advertisers also are required to post similar indemnity bonds or insurance.
- Whether a politician will be charged the national or local rate will depend upon what the candidate would be charged if he were a commercial advertiser "whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate."
- There shall be no rebates "by any means direct or indirect."

Extra Fee Charges

- Politicians may be charged extra fees for recordings or use of special equipment providing the same charges apply to regular advertisers requesting such facilities.
- If Candidate A buys bulk time meriting a discount, opposition Candidate B is entitled to buy the same amount of time and earn the same discount. Mr. B, however, cannot claim the discount if he buys less than the necessary bulk time meriting such discount.
- But, if Candidate A's party buys bulk time and gains a discount, then pro-rates the time and costs among several of the party's candidates, opposition Candidate B is entitled to buy time at the same pro-rated cost paid by Mr. A even though Mr. B does not buy the amount of time normally earning such discount. This preserves the individual candidate's right of equality under Sec. 315, FCC explained.

The Commission's final notice pointed out that none of the industry comments on the original proposal protested the changes, although there were suggestions for modification of different points [B•T, Aug. 2].

FCC noted that KFRE Fresno, Calif., suggested the rules should spell out that candidates whose names are on ballots in more than one county should be charged the national rate while those whose names are on the ballot in but one county would receive the local rate.

The decision said FCC could not concur with this suggestion "for, while it might be advantageous from the standpoint of certainty, this would establish a purely artificial test for determining the applicable rate which in specific cases might result in charging candidates rates not comparable to those charged commercial advertisers."

The ruling noted the comment disclosed an ambiguity, hence the modification of the final version of paragraph (c)1 to provide "that a candidate, in each case, shall be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate.

"We believe this revision will enable station licensees to determine which of its commercial rates is generally charged in the area encompassed by the office for which a particular candidate is running and to make a good faith judgment in the case of each individual candidate as to the applicable commercial rate to be charged."

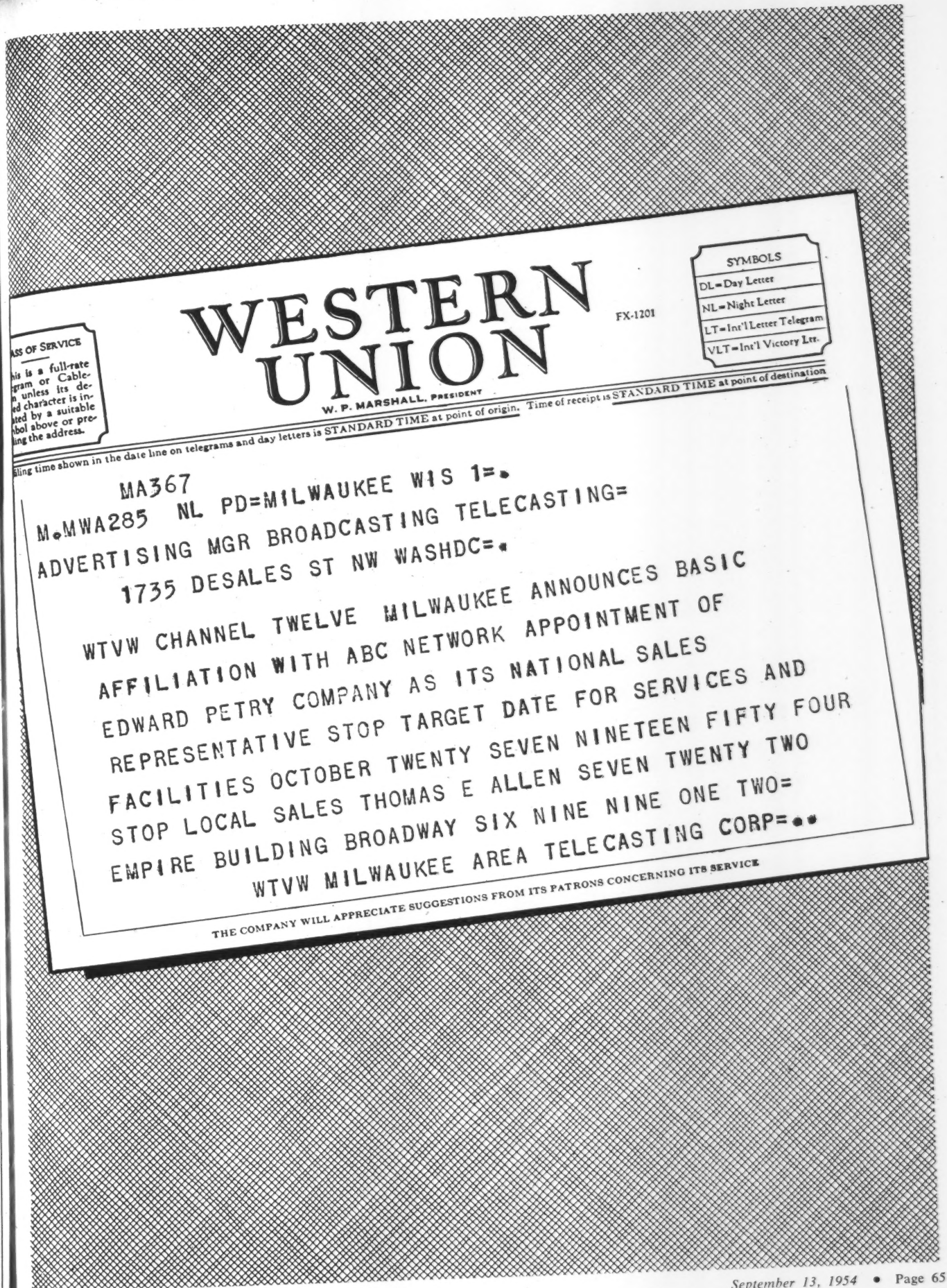
The FCC decision also had several observations on the comments of NARTB and Southern Idaho Broadcasting & Television Co. (KLIX-TV Twin Falls) as to the question of how discount rates are to be calculated under the revised rules in circumstances where time has been purchased by or for one candidate as part of a bulk purchase of time which has resulted in making the cost to such candidate less than if he had purchased the time actually used by him on an individual basis.

NARTB had urged FCC to withdraw its requirement that the opposition candidate could buy time at the pro-rated cost on the ground it was unrelated to commercial practice and would disrupt the historical political time sale pattern.

Southern Idaho, FCC observed, "apparently does not take issue with the Commission's views as to the situation where time has been purchased on a group or pooled basis by several candidates, but raises the question as to the applicability of this principle where the block

Recapitulation

REVIEW of policy and applicable rules and regulations developed in recent years and governing political broadcasts has been prepared by FCC and is to be published tomorrow (Tuesday) in the *Federal Register*, the Commission announced late Thursday. In an effort to help guide radio-tv stations in their handling of political campaign talks this fall, the Commission said it will send each station licensee a reprint of the *Federal Register* review. In the interim, copies are available for inspection at FCC's Washington headquarters. Styled in question-and-answer form, the recapitulation sets forth text of Sec. 315 of the Communications Act and pertinent sections of FCC's rules. It also covers such topics as who is a legally qualified candidate, what constitutes equal opportunity, limitations on use of facilities and allowable rates (see story this page). Specific case citations are included.



CLASS OF SERVICE
This is a full-rate telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

FX-1201

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Int'l Letter Telegram
VLT = Int'l Victory Ltr.

Receiving time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

MA367
M.MWA285 NL PD=MILWAUKEE WIS 1=.
ADVERTISING MGR BROADCASTING TELECASTING=
1735 DESALES ST NW WASHDC=.

WTVW CHANNEL TWELVE MILWAUKEE ANNOUNCES BASIC AFFILIATION WITH ABC NETWORK APPOINTMENT OF EDWARD PETRY COMPANY AS ITS NATIONAL SALES REPRESENTATIVE STOP TARGET DATE FOR SERVICES AND FACILITIES OCTOBER TWENTY SEVEN NINETEEN FIFTY FOUR STOP LOCAL SALES THOMAS E ALLEN SEVEN TWENTY TWO EMPIRE BUILDING BROADWAY SIX NINE NINE ONE TWO=
WTVW MILWAUKEE AREA TELECASTING CORP=..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

of time is purchased by a political committee or similar group, and individual candidates using part of this time are charged only a *pro rata* share of the total cost.

"It is contended that it would be grossly unfair to stations and purchasers of large segments of time if Sec. 315 and our rules are interpreted as entitling the opponents of the individual candidates to the same reduced rate which they paid by reason of their connection with the committee, in the event such opponent were unwilling to purchase a segment of time to which the same discount given the committee applies."

The Commission concluded, "We believe that the answer to both of these questions becomes apparent when it is recognized that the entire scheme of Sec. 315 of the Act is that opposing legally qualified candidates for a particular public office are, as a matter of individual right, entitled to equal opportunities in the use of broadcast facilities.

"This does not mean that they must be given equal time, or even that they must be charged the same rates if, though the station makes the opportunity available to all, only some of the competing candidates choose to purchase enough time to take advantage of available discount rates.

"But we do think it clear that the individual equality among competing candidates can only be achieved if any one candidate, by doing and spending no more than his individual opponent, can secure equal air time. To provide otherwise, as the NARTB and Southern Idaho Broadcasting & Television have suggested, would substitute equality among groups or political parties for the criterion of individual equality among candidates. Whatever we may think of this as an abstract question of policy, it is not what we understand Congress intended in Sec. 315."

36 Don't Sell

Tennessee Valley Broadcasting Co. (WAGC Chattanooga) and 35 other licensees, FCC observed, maintained that stations "sell no time or services 'comparable' to that sold political candidates since the Communications Act prohibits stations from censoring material broadcast by political candidates and thereby exposes station licensees to liability for slanderous material broadcast by political candidates.

"It is also argued that nothing in the Act expressly requires a station to charge a political candidate the same rate as a commercial advertiser under any circumstances. They urge that if candidates are to be free from all restraint as to their broadcasts, they should be required to indemnify or insure stations against any loss that may be suffered by a station because of their broadcasts, or waive their rights under the law so as to permit stations to censor their program material.

FCC continued, "they also suggest the proposed rules be revised to state specifically that stations may charge candidates for time used to make recordings, for use of recording machines, equipment, studio facilities, etc.

"We cannot agree with these suggestions," the Commission decision concluded. The ruling continued:

We believe that the legislative history of Sec. 315(b) of the Communications Act makes clear that Congress, although it was fully aware of the fact that licensees could not censor political broadcasts, expressly intended that neither this nor any other factor should be used as an excuse for charging higher rates for political broadcasts than for other commercial programs.

With respect to the suggestion that stations should be specifically authorized to charge candidates for making use of recordings, recording apparatus or other equipment, etc., we believe it is clear that Congress intended political candidates may be charged such special fees if, but only if, such charges were also applied to other users of the station's facilities. Nothing in the rule as drafted or here finalized would preclude a station from charging a political candidate additional fees under such circumstances.

Nor are we authorized under Sec. 315 of the Communications Act to provide that stations may require candidates to indemnify or insure stations against any loss a station might suffer because of the contents of a candidate's broadcasts, or to waive their rights so as to permit censorship of such broadcasts.

In fact, we are extremely doubtful whether it would be lawful under Sec. 315(b) of the Communications Act for a station to impose upon candidates for public office such an obligation to provide bonds or insurance unless they also require other users of their stations to post similar indemnity bonds or insurance.

As to the request of Aiken Electronic Adv. Corp. (WAKN-AM-TV Aiken, S. C.) and 34 other broadcasters for clarification of the rules on discounts, FCC explained "whether a quantity discount rate is brought into play is wholly dependent upon a licensee's commercial quantity discount rate structure and the use which a licensee permits of his station by the first candidate for a particular public office who desires to buy time on the air."

FCC pointed out "it is within the licensee's discretion to allot only such time as he believes in keeping with good programming practices to the first candidate for a particular office who desires to buy time. If a licensee provides sufficient time to this candidate to bring into play a discount rate which would apply if the broadcasts were commercial, the rule would require the licensee to make this same commercial discount rate available to the candidate; and equal opportunities must be made available to opposing candidates.

"But nothing in the rule precludes a station from limiting the total amount of time to be made available to all legally qualified candidates for a particular office as the station licensee determines what will best serve the public interest so long as equal opportunity is afforded all such candidates."

FCC Rule on Political Rates

HERE is the text of the revised FCC rules on political time charges which now must be the same as for regular commercial advertisers. Effective immediately, the rules implement a 1952 amendment to Sec. 315 of the Communications Act. Wording for revised Secs. 3.190(c), 3.290(c) and 3.657 (c), FCC's am, fm and tv rules, respectively, all read the same as follows:

(c) *Rates and practices.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

LAWYERS DEBATE COVERAGE ISSUE

STRONG pro and con feelings about the broadcasting and telecasting of Congressional hearings were expressed by former New Deal officials James M. Landis and Thurman Arnold over CBS Radio's *The Leading Question* in its Sept. 5 broadcast.

Mr. Landis, former dean of Harvard Law School and former member of the Securities & Exchange Commission, held out for complete freedom for microphones and tv cameras to cover Congressional proceedings.

Mr. Arnold, former assistant Attorney General and former Circuit Judge in the District of Columbia—and now senior member of the Washington law firm of Arnold, Fortas & Porter—held that "adversary" proceedings should not be broadcast or telecast. He said he was "enthusiastic," however, about broadcasting or telecasting hearings on "public issues or bills."

Both debaters used the Kefauver and the Army-McCarthy hearings as examples of broadcast events—but differed in their attitude toward them. Mr. Landis saw them as good. Mr. Arnold termed them a "distortion" of proper Congressional hearings.

VHF WKAQ-TV ASKS FOR 'SATELLITE'

SECOND application for a "satellite" tv station in the vhf band was reported by FCC last week to have been tendered for filing—this time by ch. 2 WKAQ-TV San Juan, Puerto Rico. WKAQ-TV wants permission for a supplemental outlet on ch. 3 at Mayaguez.

Earlier, ch. 5 KFBC-TV Cheyenne, Wyo., requested and was granted a permit for a partial satellite or "budget" station on ch. 10 at Scottsbluff, Neb. [B•T, Aug. 23]. For the most part, it would rebroadcast KFBC-TV.

Both applications involve operation in the vhf band while no bid has been filed to date requesting a satellite uhf operation as FCC announced it would consider after the first of this month. The uhf satellite plan was devised as a means to help save the dwindling uhf station population in the face of stiff vhf competition [B•T, Aug. 9].

It was devised as a case-by-case method to expand uhf coverage to more nearly equal vhf service, although vhf stations could qualify for satellite uhf outlets. The plan also would permit low-cost, low-power independent uhf stations to be built in markets which otherwise could not support a tv outlet. Such stations would not be required to originate local programs for the time being.

El Mundo Inc., licensee of WKAQ-TV, proposed to construct the ch. 3 facility at Mayaguez "to be operated as a satellite until full scale operation becomes feasible", the application disclosed. "The station will duplicate the programs now being broadcast by station WKAQ-TV," the application said, "except that film programs will be originated at the transmitter site of the Mayaguez station for approximately 5% of the weekly operating period."

With all the management and commercial programming functions to be performed by members of the WKAQ-TV staff, the Mayaguez station will be constructed for an estimated $231,294, with first year operating cost at $25,000. The proposed effective radiated power is 25.2 kw visual and 13.6 kw aural with antenna height above average terrain 695 ft.

on tap

Ozzie and Harriet in 3rd consecutive year on ABC . . . Listerine and Hotpoint continue with top family show

Friday night is family night on ABC—the Nelson family, that is—OZZIE, HARRIET, and their two boys, DAVID and RICKEY. Warm, human, true to life, OZZIE AND HARRIET is the best-known situation comedy on the air, with ten years in radio and now renewed by Listerine and Hotpoint for its third top-rated year on television. Followed by the Ray Bolger Show and Jan Murray's "Dollar a Second" to make a solid comedy line-up on ABC, OZZIE AND HARRIET is one family affair to which *everybody* is invited.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

Poynter Asks Stay In Tampa Tv Decision

NELSON POYNTER, operator of WTSP St. Petersburg, petitioned FCC last week to stay the effective date of its final decision granting tv ch. 8 to WFLA Tampa, owned by the *Tampa Tribune*, pending completion of litigation in the case which also included a third competitive bid by Tampa Bay Area Telecasting Corp. [B•T, Aug. 9].

WTSP renewed its offer to WFLA to operate jointly an interim outlet on ch. 8 pending completion of litigation. Purpose is to provide prompt vhf service there since ch. 13, finally granted Tampa Television Co. in another proceeding, also appears scheduled for litigation by the *Tampa Times'* WDAE, unsuccessful ch. 13 applicant.

Only tv outlet in operation there is ch. 38 WSUN-TV, owned by the City of St. Petersburg.

Both WTSP and Tampa Bay have filed petitions with the Commission for rehearing of the early August final decision.

WTHS-TV Extension Bid To Go Before Hearing

EDUCATIONAL television station WTHS-TV Miami, authorized on reserved ch. 2, was advised by FCC last week that its application for extension of completion date "indicates necessity of a hearing." Comr. Frieda B. Hennock dissented from the action to send the prehearing McFarland notice.

Meanwhile, the Commission notified two vhf tv permittees that unless they notify FCC within 20 days that they desire hearings on their bids to extend construction deadlines, their permits will be cancelled and the stations deleted.

The stations involved are ch. 7 KLYN-TV Amarillo, Tex., under permit to Plains Empire Broadcasting Co., and ch. 10 KHTV (TV) Hibbing, Minn., under permit to North Star Television Co. Comr. Hennock also dissented in both of these actions.

McFarland to Oppose Pyle In Arizona Governor's Race

FORMER Sen. Ernest W. McFarland of Arizona, majority leader in the Senate during the previous Democratic administration and active in radio-tv legislation as a member of the Senate Commerce Committee, last week was back in the political spotlight after winning the Democratic nomination in the Arizona gubernatorial campaign.

The Arizona Democrat is 40% owner of Arizona Television Co., permittee of KTVK (TV) Phoenix, which will be that city's third television outlet. Target date of KTVK, on ch. 3, is unknown.

Incumbent Gov. J. Howard Pyle, nominated by the Republicans without opposition, will oppose Mr. McFarland in the elections. Gov. Pyle holds a minority interest (800 of 64,706 shares) in KTAR Broadcasting Co. (KTAR Phoenix), according to FCC records. He is former vice president and program director of the Phoenix station.

KTAR Broadcasting Co. also owns KVAR (TV) Mesa, 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott.

Mr. McFarland lost his Senate seat to Sen. Barry Goldwater, Republican, in the 1952 elections.

WJLB Grant Made Final; Las Vegas Bid Dismissed

FCC last week made effective immediately the proposed grant of a new tv station on ch. 50 at Detroit, Mich., to WJLB there. By a separate order the FCC dismissed with prejudice the bid of KRAM Las Vegas, Nev., for failure to prosecute its bid for a new tv station on ch. 13 there.

The ch. 50 grant to WJLB was made possible by the dismissal with prejudice of the competing application of Woodward Broadcasting Co. [B•T, July 12].

Woodward petitioned for dismissal of its ch. 50 bid after purchasing ch. 62 WCIO-TV for $100 from the UAW-CIO Broadcasting Corp. of Michigan [B•T, June 21].

At Las Vegas, the Commission's dismissal order follows from an FCC examiner's initial decision proposing to deny the KRAM ch. 13 bid on the ground that it was not financially qualified [B•T, Aug. 9].

FCC Grants Six Ams; Central City Gets Two

FIRST new am stations for Central City, Ky., having an estimated population of 1,000, were granted by the FCC late last week. New standard daytime stations also were granted at Columbus, Ga.; Manchester, Ga.; Spencer, W. Va., and Titusville, Pa.

• For Central City, a new am station on 1380 kc with 500 w was granted to Central City-Greenville Broadcasting Co. The other grant went to Muhlenberg Broadcasting Co. for operation on 1600 kc with 500 w.

• For Columbus, new station facilities to operate on 1580 kc with 1 kw were granted to Muscogee Broadcasting Co.

• At Manchester, the recipient of the new facilities on 1570 kc with 1 kw was Georgia-Ra-Tel Inc.

• For Spencer, authority to operate on 1590 kc with 1 kw was granted to Ohio Valley of the Air Inc., licensee of WJEH Gallipolis, Ohio.

• At Titusville, a new am station on 1290 kc with 500 w was granted to Crawford County Broadcasting Co.

FCC Requests Court Stay Allentown Order

FCC HAS ASKED the U. S. Court of Appeals in Washington to hold up issuance of its order in the Allentown, Pa., case [B•T, Aug. 23] pending a determination by the Solicitor General of the U. S. on whether to appeal to the Supreme Court.

The Commission feels that the Appeals Court order jeopardizes the authority of administrative agencies to overrule examiners. This was a key point in the 2-1 appellate decision last month.

An FCC memorandum on the reasons why the decision should be appealed to the high tribunal is scheduled to be sent to the Department of Justice this week. If the Justice Dept. and the Solicitor General agree, a writ of certiorari will be asked immediately. The Supreme Court will then decide whether the question is significant enough to warrant a hearing. Request for certiorari automatically stays the effectiveness of the lower court's ruling.

Last month's Appeals Court ruling remanding the case to the FCC was the second time that court had overruled the Commission in the seven-year-old 1230 kc controversy. The case involves competing applications of Allentown Broadcasting Corp. and Easton Publishing Co. for the local frequency. The Commission granted the facility to Allentown in 1947 (call letters WHOL). Easton appealed, and in 1949, the Appeals Court remanded the case to the Commission to determine the comparative needs of the two communities for new radio service and the relative ability of the applicants to serve the greater need. After a hearing in 1950, the examiner recommended the grant again be made to WHOL. The FCC reversed the examiner and issued a final grant to Easton Publishing (licensee of WEEX-FM-TV Easton). Allentown Broadcasting appealed this decision, and was sustained by the court last month.

The court held in its split decision that the Commission erred in holding that no significant difference existed in the ability of the applicants to serve their respective communities. It upheld the examiner's findings that Easton Publishing was uncertain regarding program plans, reluctant, evasive and lacking in candor, and susceptible of being found monopolistic in the concentration of communications media. The court majority further held that the Commission had no right to reverse the examiner's rulings regarding the credibility of witnesses.

It is this point that the Commission attorneys feel should be clarified by the Supreme Court.

Circuit Judges David Baselon and Wilbur K. Miller were the majority; Judge E. Barrett Prettyman dissented.

LAMB RENEWAL CASE HEARING WEDNESDAY

WICU (TV) application for license renewal set Wednesday after FCC refuses to delay case or supply new facts on charges against Mr. Lamb.

HEARING on the license renewal application of Edward Lamb's WICU (TV) Erie, Pa., is to commence Wednesday before FCC Examiner Herbert Sharfman, after refusal by the Commission last week to delay the case or supply additional facts on the charges against Mr. Lamb.

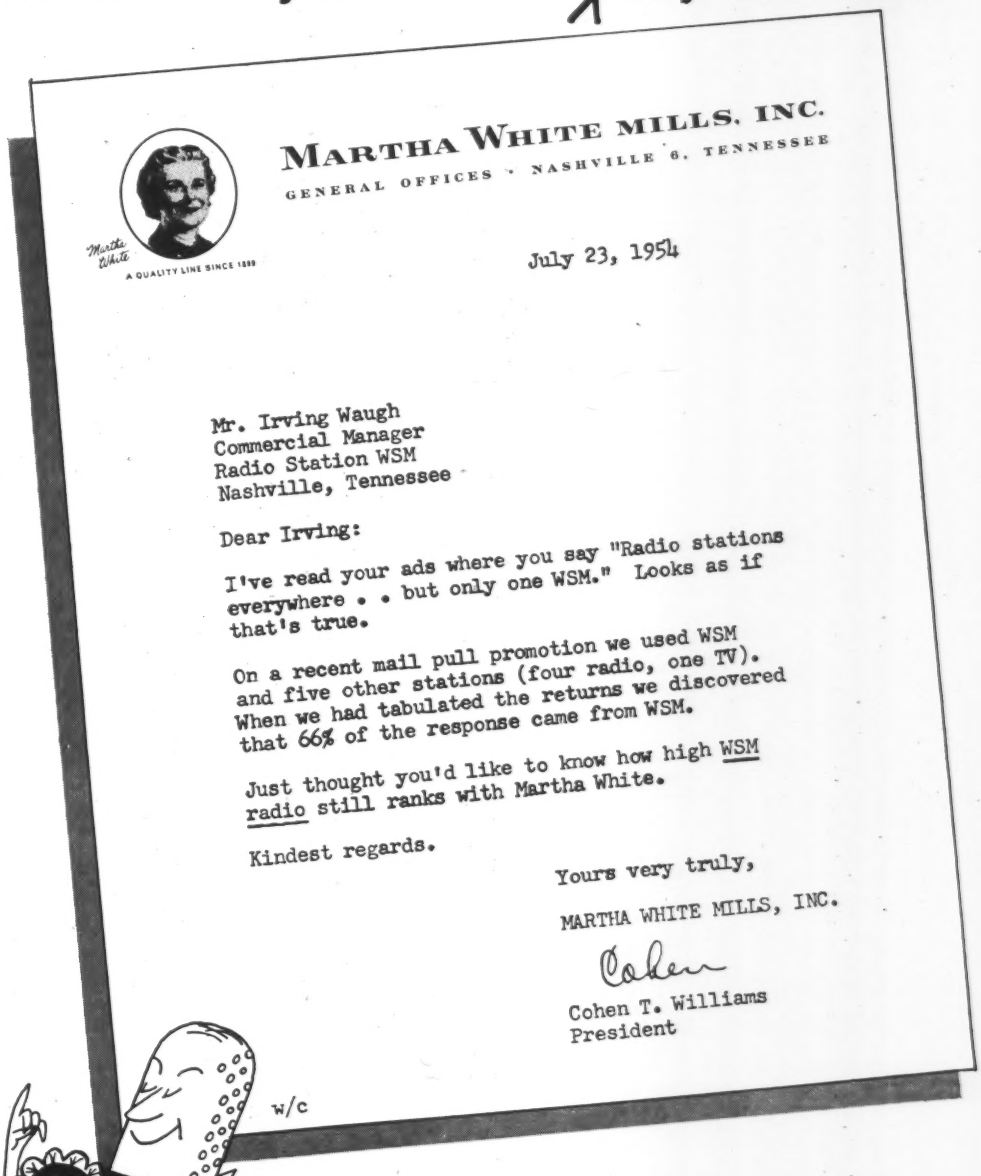
Th broadcaster-publisher, according to issues in the hearing order, is charged with making false statements to the Commission about former alleged communist associations. These ties he repeatedly denies.

Mr. Lamb asked for a continuance of the case until he was supplied what he considered would be a more proper bill of particulars rather than the "resume" issued in early August by the FCC Broadcast Bureau at the Commission's direction [B•T, Aug. 30, 16, 9].

FCC's order last week approved in part a request by the Broadcast Bureau that the burden of proof be shifted to Mr. Lamb to sustain his charges that certain members of the Commission making investigations in the case caused at least one bribe to be offered to secure evidence against Mr. Lamb. On all other issues the Broadcast Bureau is to proceed first with presentation of evidence, the order indicated.

The Commission gave two reasons for turning down Mr. Lamb's plea for a further bill of particulars. FCC felt the Broadcast Bureau's resume "fairly apprises the applicant of the nature of the charges against him. Second, we expect that the hearing examiner, in the ex-

"Radio and TV stations everywhere . . but still only one WSM!"


MARTHA WHITE MILLS, INC.
GENERAL OFFICES • NASHVILLE 6, TENNESSEE
Martha White
A QUALITY LINE SINCE 1899
July 23, 1954
Mr. Irving Waugh
Commercial Manager
Radio Station WSM
Nashville, Tennessee
Dear Irving:
I've read your ads where you say "Radio stations everywhere • • but only one WSM." Looks as if that's true.
On a recent mail pull promotion we used WSM and five other stations (four radio, one TV). When we had tabulated the returns we discovered that 66% of the response came from WSM.
Just thought you'd like to know how high WSM radio still ranks with Martha White.
Kindest regards.
Yours very truly,
MARTHA WHITE MILLS, INC.
Cohen T. Williams
President
w/c

Maybe we've been too modest — never having claimed that WSM can do twice as well as five other stations put together! But that's what the man says — more evidence that WSM covers the rich Central South market like no other advertising medium. For the full story, contact WSM's Irving Waugh or any Petry Man.

WSM *Nashville*

Clear Channel • 50,000 Watts

ercise of his discretion and with due regard for the rights of the petitioner for ample opportunity to protect its interests in the matter, will afford petitioner upon request reasonable continuances or the right to recall witnesses in the event such procedures are required by applicant in the circumstances as they are then presented.

"This procedure will, we believe, conduce to the prompt dispatch of the matter and, at the same time, adequately protect petitioner's rights and interest, in this manner best serving the public interest which it is the business of the Commission to protect."

Meanwhile, it was reported last week that Mr. Lamb has filed still another damage suit in Nashville against Rep. Pat Sutton (D-Tenn.) as a result of comments by Rep. Sutton on a political talkathon on several local radio-tv stations [B•T, Aug. 2, July 19]. The new suit, charging slander and asking $500,000 damages, was filed in federal court at Nashville. It named co-defendants WSM-AM-TV Nashville and National Life & Accident Insurance Co., licensee.

Earlier, Mr. Lamb filed three separate $500,000 damage suits in Davidson County Circuit Court against the Congressman, each suit naming as co-defendants different radio-tv stations said to have aired the talkathon. These were WSIX-AM-TV and WLAC there in addition to WSM-AM-TV.

KRIC, KTRM Ask FCC For Ch. 6 Rehearing

APPLICANTS who lost out to KFDM Beaumont, Tex., in FCC's final decision for ch. 6 there petitioned the Commission last week to reconsider the action which had reversed the earlier recommendation of a hearing examiner [B•T, Aug. 9]. KRIC and KTRM, both denied in the final decision, requested rehearing.

In the final ruling, FCC favored KFDM on the sole factor of diversification and concentration of control of the media of mass communication, finding no significant difference among the applicants on other claims of superiority, the pleading of KRIC noted. This is contrary to the evidence, the petition said.

KRIC is owned by the Enterprise Co., publisher of the only daily paper there. W. P. Hobby, president-chief stockholder of the *Houston Post*-KPRC-AM-TV Houston, is director and holds option for up to 35% interest in KTRM while D. A. Cannan, president-chief owner of KFDX-AM-TV Wichita Falls, is president-29.7% owner of KFDM.

KRIC charged the ruling is "nothing less than outright discrimination against a newspaper because it has a newspaper, and for no other reason," noting the other applicants have tv station affiliations.

KTRM pointed out that the Commission arrived at different conclusions without pointing out where the examiner was in error.

Seek KMO Sale Approval

APPLICATION for FCC approval to the sale of KMO Tacoma, Wash., by Carl E. and Carl D. Haymond to Charles D. Hunter Jr. and J. Archie Morton and their wives for $200,000 was filed with the FCC last week.

Sale of KMO-TV by Messrs. Haymond to J. Elroy McCaw for $300,000 presently is awaiting FCC approval [B•T, July 19, 12].

Mr. Hunter is a law partner of Edgar Eisenhower, brother of President Eisenhower. Another brother, Earl Eisenhower, has interests in WESA Charleroi, Pa., and WLIO East Liverpool, Ohio.

Mr. Morton presently is executive assistant to the president of KIRO Seattle, Wash.

BMI ISSUES DATES FOR 1955 CLINICS

DATES for the 47 radio program clinics set by BMI for 1955 were announced last week by Glenn Dolberg, vice president in charge of station relations, who said the early release was made to comply with requests of many state broadcasters associations that want to schedule their own meetings around those of BMI.

The 1955 clinics will open Feb. 21 at Vancouver, B. C., and in Arkansas. With two teams of speakers traveling simultaneously in different parts of the country, 39 clinics will be completed in the U. S. and Canada by April 22. The remaining eight will be held in June, consisting of those for states where weather conditions do not encourage earlier meetings.

BMI has asked state broadcasters associations, many of which plan to hold their own state meetings a day before or after the program clinic, to confirm acceptability of the dates and select clinic cities and meeting places as soon as possible so that all arrangements may be completed well in advance.

During the 1954 series of 51 clinics, it was pointed out, overall attendance reached a record peak, some 15% above that of previous years.

The 1955 schedule is as follows:

February—Feb. 21, Vancouver and Arkansas; 23, Washington (state) and Louisiana; 25, Oregon and Mississippi; 28, California (San Francisco) and Alabama.

March—March 2, California (Los Angeles) and Georgia; 4, Arizona and South Carolina; 7, New Mexico and North Carolina; 9, Texas and Virginia; 11, Oklahoma and West Virginia; 14, Kansas and Indiana; 16, Missouri and Michigan; 18, Iowa and Ohio; 21, Nebraska and Maryland-District of Columbia; 23, Illinois and Pennsylvania; 25, Wisconsin and Montreal; 28, Kentucky and New Jersey; 30, Tennessee and Rhode Island.

April—April 1, Florida and New York (Utica); 18, Massachusetts; 20, Maine; 22, Amherst, N. B.

June—June 6, Winnipeg, Man.; 8, Regina, Sask.; 10, Calgary; 13, Idaho; 14, Montana; 15, Utah; 17; Colorado and Minnesota (latter also for North and South Dakota).

BOTV, Actors Agree On C-C Theatre Tv

DETAILS were announced last week of an agreement between Actors' Equity Assn. and Box Office Television Inc., New York, under which Broadway legitimate theatre productions will be presented throughout the country by closed circuit television.

William Rosensohn, executive vice president of BOTV, revealed the company plans to bring a series of at least three Broadway productions to theatres throughout the nation via closed circuit tv in the near future. He added that presently some 100 theatres are equipped for presenting closed circuit telecasts.

Terms of the agreement, reached by Actors' Equity and BOTV, are as follows:

(1) The minimum payment to each actor shall be $342.50 or the contractual weekly salary involved, whichever is higher, for a telecast to 40 or fewer theatres;

(2) The maximum number of hours of rehearsal for actors shall be 20 hours within a span of ten consecutive days, including the day of the telecast, with a payment of $5.60 per hour for each hour or fraction thereof of rehearsal in excess of 20 hours;

(3) The minimum payment to each extra, as defined by Equity, shall be $83.50 for a telecast to 40 or fewer theatres;

(4) The maximum number of rehearsal hours for extras shall be ten hours, with a payment of $3.40 for each hour or fraction thereof of rehearsal in excess of ten hours;

(5) Payment shall be made to each member of the company for each theatre in excess of 40 theatres in which the closed circuit telecast is shown, at a pro rata of the original fee in an amount to be negotiated at a later date;

(6) Because of the experimental nature of closed circuit telecasts, Clause 5 above is waived for these three telecasts only;

(7) Each time Clauses 5 and 6 become operative, a $500 contribution will be made to the Equity Welfare Fund;

(8) All members of the company, including stage managers, shall be engaged for the closed circuit telecast unless Equity gives its consent otherwise;

(9) No kinescope or other recording of the telecast shall be used commercially, and if such kinescope or recording is made, it shall be used only for review by officials and technicians of Box Office Television Inc. to correct mistakes that may have been made. Any other use of a recording shall only be permitted with the consent of Equity;

(10) The members of the company shall receive the same billing as they receive in the current production;

(11) The audience will be arranged so as to allow free movement of the cameras, to give due regard to the artistic results.

Fitzgibbons Offers Plan in Record Dispute

A PLAN whereby manufacturers would press releases on standard 10-inch vinylite discs with speed of 33⅓ rpm on standard groove has been suggested by a former broadcast industry veteran as a compromise in the current 45 rpm record controversy.

The proposal is being offered by L. O. Fitzgibbons, former part owner of WBEL Beloit, Wis., who plans to set up his own agency for distributing specially-selected manufacturers' records to stations for a nominal fee. He compares his plan to the record counterpart of a transcription service.

Mr. Fitzgibbons said he has talked with representatives from a number of major record companies, including RCA, Columbia, Capitol, Mercury, MGM and Decca and Midwest distributors. He said plans for such an agency would hinge on approval by at least one or two major record concerns and a favorable decision by AFM President James C. Petrillo.

Question has been raised whether Mr. Petrillo would consider the proposed discs as transcriptions or as phonograph records, in which case royalties would be required.

He said that, under his proposal, companies would save the expense of shipping records directly to stations, which in turn would benefit from getting the most suitable music for their libraries. Additionally, the method could save filing space and avert expense of 45 rpms.

The proposal calls for pressing of two musical selections on each side, or four per record. The best of the old 78 rpms would be rerecorded and new releases could be culled for an efficient, compact library, Mr. Fitzgibbons added.

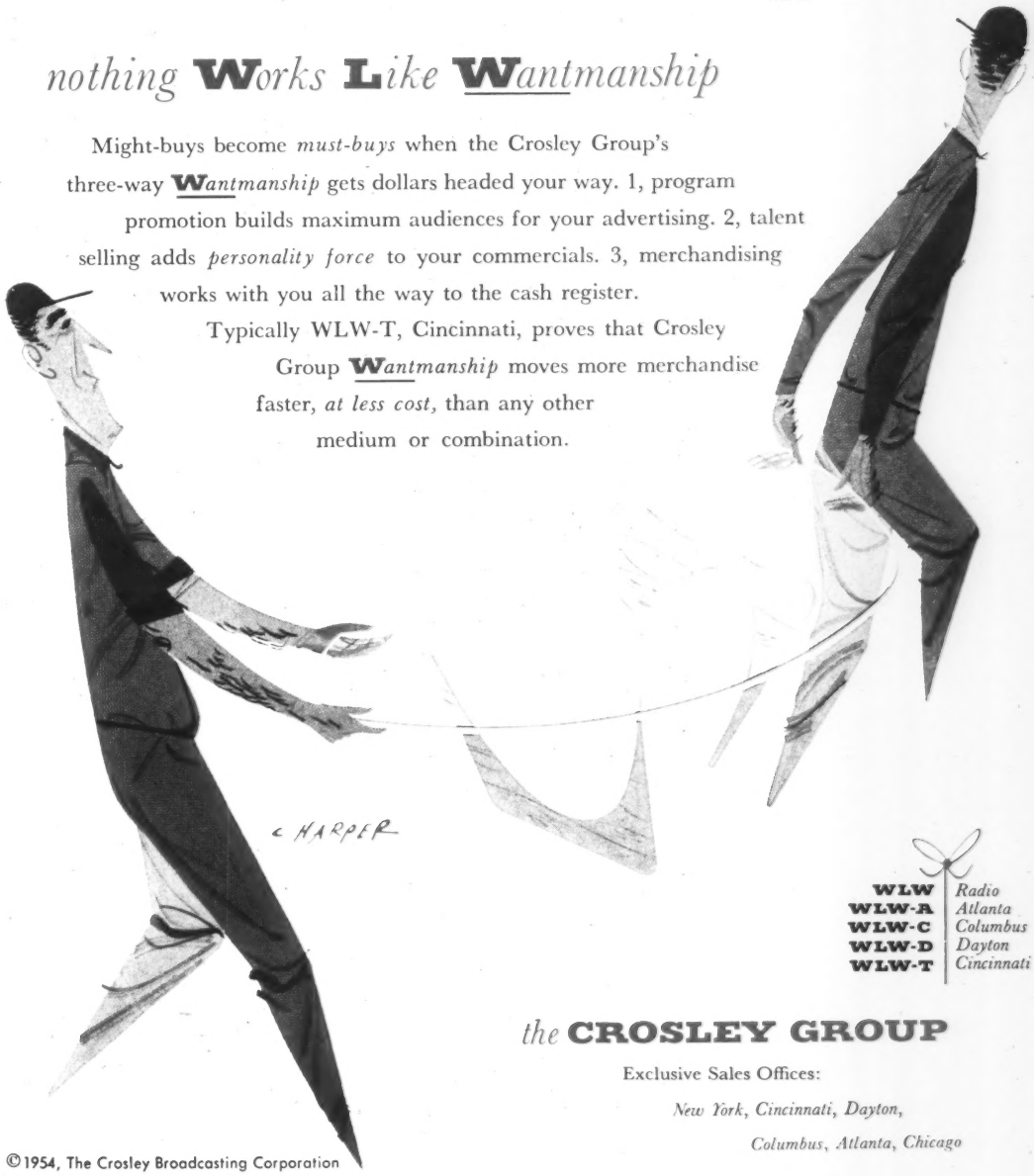
'Mr. D. A.' in 201 Markets

SALES of *Mr. District Attorney* radio show in a total of 201 markets were announced last week by Alvin E. Unger, vice president in charge of sales of the Frederic W. Ziv Co. The total is said to establish "a new high for Ziv radio dramatic shows." Mr. Unger commented that the high point reached by *Mr. District Attorney* represented "renewed and alert interest in regional radio by local advertisers." Among the new advertisers of the show are Zenith distributors and dealers, who signed contracts for Washington and six new markets in Pennsylvania.

nothing **W***orks* **L***ike* **W***antmanship*

Might-buys become *must-buys* when the Crosley Group's three-way **W***antmanship* gets dollars headed your way. 1, program promotion builds maximum audiences for your advertising. 2, talent selling adds *personality force* to your commercials. 3, merchandising works with you all the way to the cash register.

Typically WLW-T, Cincinnati, proves that Crosley Group **W***antmanship* moves more merchandise faster, *at less cost,* than any other medium or combination.



WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices:

New York, Cincinnati, Dayton,

Columbus, Atlanta, Chicago

©1954, The Crosley Broadcasting Corporation

Born with an "electric spoon" in his mouth!

The fairy-tale "silver spoon" was nothing compared to what a baby is born with today. He's born into the Electric Age, with hundreds of electric friends ready to help him live a life that old-time kings would envy.

Plenty of low-price electricity has boosted his family's standard of living. To save work and time and money, they're using twice as much as they did eight years ago. And he'll have more to work for him—half again as much more by the time he gets to school.

Some $16 billion worth of new power plants and lines built by electric light and power companies—*and more on the way*—make such an abundance of electricity possible.

Remember this abundance when you hear people claim that the federal government ought to build more power projects. Wouldn't they be unnecessary additions to the public debt?

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—*CBS television—witness history's great events*

LIGHT'S DIAMOND JUBILEE 1879 1954

LIGHT FOR FREEDOM—POWER FOR PROGRESS

EVERY WOMAN today has about 8 "servants" helping with housework—electricity equal to that many maids. Her daughters will grow up to have at least twice that many.

EVERY MAN in industry has 236 "helpers"—electric power equal to that many men working for him. Today's babies, when they go to work, will have more than twice as many.

Radio-Tv Again Cited For Holiday Traffic Aid

National Safety Council lauds broadcasters for messages that helped to hold down the Labor Day traffic toll.

BROADCAST media once again have won the commendation and appreciation of the National Safety Council for their assistance in keeping the Labor Day holiday traffic death toll down below earlier estimates.

The council lauded radio-tv networks and stations alike, as well as press and other media, for "pounding home safety to the public through news reports, caution messages and special appeals" before and during the Labor Day weekend. President Eisenhower's personal appeal to the public to "fool the experts" gave the campaign a "big push," it added.

The Labor Day traffic death mark hit 364, or 26 under the pre-holiday estimate of 390 made by NSC. It was the second straight holiday weekend where the toll fell below predictions [B•T, July 12] and the lowest for Labor Day since 1948. The 364 mark was described as "tragically high" but "definitely encouraging."

Council spokesmen also credited use of an hour-long documentary, "Dead Stop," by 198 radio outlets as one factor for success of the campaign. The recording originally was produced by CBS Radio last December and donated to the council. Total of 833 stations have aired it thus far.

Additionally, spot announcements and warnings by news editors were cited, along with an Advertising Council allocation for highway safety. MBS was cited by spokesmen for a special drive by its various commentators, as were special enforcement activities by states, counties and cities.

Special mention was made of the July 12 B•T editorial reprinted and sent out by the council to news editors of stations throughout the country.

Sir Winston Remembers

WHEN Hazel Markel, woman commentator for WWDC Washington and MBS, asked Prime Minister Sir Winston Churchill for his autograph at a luncheon given in his honor by the Washington news corps, during his visit to the nation's capital last June, he is said to have replied, "My dear lady, I never give autographs, but when I get back to London if you will write me a letter, I'll answer it." A month later Mrs. Markel did. Last fortnight she received a reply from the British Prime Minister on his personal stationery from No 10 Downing St. The note said in part, referring to the luncheon, "It was an occasion I shall long remember." Mrs. Markel, who was then president of the National Women's Press Club, had first met Sir Winston more than a year ago when she was in England to cover the coronation of Queen Elizabeth II for Mutual.

WMVT (TV), Vermont's First, Scheduled for Start Sunday

VERMONT viewers were scheduled to receive the state's first tv station yesterday (Sunday) with the start of commercial programming by WMVT (TV) Montpelier. Two other stations, WMBV-TV Marinette, Wis., and WTWO (TV) Bangor, Me., were to start regular programming over the weekend, increasing to 395 the number of operating tv outlets. The number of operating tv stations is expected to pass the 400 mark before the end of the month.

Ch. 3 WMVT is affiliated with ABC and CBS and represented by Weed Tv. It began test patterns Sept. 3.

WMBV-TV, the first local tv for Marinette, was scheduled to begin operations last Friday. The ch. 11 station is affiliated with NBC and represented by Venard, Rintoul & McConnell.

WTWO, operating on ch. 2, is the second tv at Bangor. It was scheduled to begin regular programming yesterday. Venard, Rintoul & McConnell is its national representative.

Another outlet, WCMB-TV Harrisburg, Pa., began regular programming last Thursday. The ch. 27 outlet is represented by Donald Cooke Inc.

Reports from other stations:

CKLW-TV Windsor, Ont. (Detroit), is now on test patterns and expects to begin programming Sept. 16, it was reported last week. Test patterns of the ch. 9 outlet are transmitted daily from 11 a.m. to 1 p.m.

Beaumont Broadcasting Corp., licensee of KFDM Beaumont Tex., and grantee of ch. 6 there, expects to have test patterns on the air Dec. 1, according to an announcement by C. B. Locke, executive vice president and general manager.

KCTS (TV) Seattle, educational outlet on ch. 9, plans to air test patterns early in November. Regular programming is set for December, Loren Stone, station manager, has announced.

CHECKING operations a few hours before WCMB-TV Harrisburg, Pa., began programming last Thursday are (l to r): E. K. Smith, vice president; J. W. I. Cody, district manager for General Electric broadcast equipment, and Edgar T. Shepard Jr., president. The ch. 27 outlet will operate with 240 kw, the station said.

Larkin to Eastern Post With CBS Tv Spot Sales

EDWARD A. LARKIN, midwestern sales manager of CBS Television Spot Sales, last week was appointed eastern sales manager, and Jack Schneider, an account executive on the New York staff, was promoted to succeed him in Chicago.

The changes were announced by Clark George, general sales manager of CBS Television Spot Sales and Mr. Larkin's predecessor as eastern sales manager. Mr. George was promoted to general sales manager a short time ago to succeed Sam Cook Digges, who was named general manager of CBS-owned WCBS-TV New York.

Meanwhile, Mr. Larkin announced the appointment of Raymond M. Peritz, a member of the Chicago office of CBS-TV Spot Sales since 1953 and formerly with The Katz Agency, station representatives, and NBC Spot Sales, as Mr. Schneider's replacement in the New York office.

Mr. Larkin has been associated with the CBS-TV Spot Sales organization since 1949, when he joined the New York office as an account executive. He was named sales manager of the Los Angeles office in 1952 and mid-western sales manager in Chicago in 1953.

Mr. Schneider joined the Chicago office of CBS-TV Spot Sales as an account executive in 1950, transferring to the New York office two years later.

A TWO-ALARM fire has completely destroyed the Whittle Springs Supper Club, which WNOX Knoxville, Tenn., recently purchased and planned to have wrecked to clear a site for its new studio-auditorium building. The blaze, which started the morning of Aug. 18, threatened the Whittle Springs Hotel, 75 feet away, which WNOX has acquired and intends to remodel for offices and studios. The planned studio-auditorium building will be 85x152 ft. and will seat 1,200 people.

WJPB-TV Completes Staff; Drummond Named to Top Post

STAFF of WJPB-TV Fairmont, W. Va., ch. 35 outlet owned by J. Patrick Beacom, is now complete, according to the station. Other Beacom stations are WVVW and WJPB (FM) Fairmont; WETZ New Martinsville, W. Va., and WBUT Butler, Pa.

Recent staff additions include: Robert Drummond, who has been vice president-general manager, WVVW-WJPB (FM), now in same capacity at WJPB-TV; James R. Pridemore, tv department, United Nations, named director of tv; Joseph Strelauski, chief engineer, WMMN Fairmont, in same capacity; Ed Watkins, formerly with NBC, New York, named head maintenance engineer; Sheldon Loner, formerly with WVVW, named engineer-announcer; Dick McBride, formerly with WVVW, named transmitting engineer; Byron Parrish to film department; Al Grassi, Bob Baruch and Jennings Martin, named studio technician, control room technician and announcer, respectively.

Doubling from WVVW and WJPB (FM) are Robert Frazier, program manager; Emily Peed, director of woman's activities; "Doc" Fabre, production manager-sports director; George Fowler, commercial manager; and announcers Nick Fantasia, Bob Finnerin and Jack Tennant.

T. W. Lee, KSIJ Owner, Dies

T. W. LEE, 59, owner of KSIJ Gladewater, Tex., and publisher of the *Gladewater Daily Mirror*, died Sept. 2. He is survived by his wife, Helen.

NEW - POWER - TOWER - AUDIENCE

At last—WIBW-TV's new 1010 foot tower is up! We're on the air with full 87.1 KW power! Your sales message now reaches well over 110,000 TOP TV homes . . . half of them NEW TV HOMES! You get TWICE THE AUDIENCE—at a lower-than-ever cost per thousand.

TOPEKA MARKET DATA

The rich Topeka market is "virgin timber" . . . just waiting to be exploited. This vast retail and wholesale trading center is America's 14th "buyingest" city*. And WIBW-TV is Topeka's ONLY TV station. Better place your order NOW!

*Consumer Markets '54.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-DuMONT-ABC Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

NBC Spot Sales' Booklet Presents Market Breakdown

MARKET STATISTICS for the eight cities in which NBC Spot Sales represents radio stations are contained in a new pocket-piece "fact book" published by the sales group. Titled "Markets, Money and Radio Facts," the book provides information to timebuyers, agency clients and advertisers on total population in the eight areas, number of families, buying income, farm income, food sales, and furniture, home, radio and automotive sales.

NBC Spot Sales represents WNBC New York, WMAQ Chicago, KNBC San Francisco, KSD St. Louis, WRC Washington, WTAM Cleveland, WAVE Louisville and KGV Honolulu, in addition to 10 tv stations.

Material contained in the fact book was obtained from the Nielsen Coverage Service, "Sales Management's Survey of Buying Power, 1954," RETMA and BAB, according to H. W. Shepard, new business and promotion manager of NBC Spot Sales. Copies of the book have been distributed to advertising agencies, and additional copies are available upon written request to Mr. Shepard at NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

WWOR-TV Worcester Owners Buy WORC for $120,000

SALE of WORC Worcester, Mass. (1310 kc with 1 kw), by C. George Taylor and associates to the owners of WWOR-TV that city for more than $120,000 was reported last week. Sale is subject to stockholders and FCC approval.

WORC, founded in 1925, is affiliated with ABC and is represented by the Headley-Reed Co.

WWOR-TV, which began operating on ch. 14 in December 1953 and is affiliated with ABC and DuMont, is owned by 25 stockholders. Fox, Wells & Co., New York investment firm, owns 26.7% of the station. John Z. Buckley is president and Ansel E. Gridley is vice president and general manager.

Fox, Wells & Co. is the principal stockholder in KFSD Inc., newly formed company which is buying KFSD-AM-TV San Diego for $2.8 million from Thomas W. Sharp and associates [B•T, Aug. 23]. It also is the largest single stockholder in Olympic Radio & Television Inc., manufacturer of radio and tv receivers, and owns in whole or in part of several community television systems in Pennsylvania, West Virginia and Alabama.

WADK, WERI Forced Off By Hurricane Carol

TWO Rhode Island stations last week reported they were forced to suspend operations temporarily due to power failure when Hurricane Carol ripped through New England Aug. 31 [B•T, Sept. 6].

WADK Newport was off the air for eight hours, but suffered no damage to equipment. It resumed operations after being supplied a 10 kw generator by the U. S. Navy at Newport and acted as a filter center for storm messages.

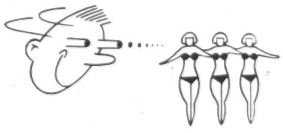
WERI Westerly lost about 11 hours of airtime, but at 7:15 p.m. was able to broadcast from its transmitter site and shortly thereafter was back at its studios. The station then cleared messages for the police, National Guard and Red Cross, operating throughout the night, it reports.

Bonus from Mt. Washington TV

$8,500 PENOBSCOT CABIN

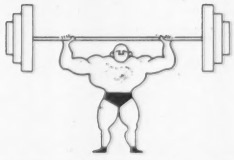
Use America's only "3-state one station TV network" and save . . . in just 12 weeks of a 10 per week 20 second spot campaign . . . the complete cost of an $8,500 prefabricated hunting lodge by The Penobscot Cabin Co.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the combined cost of the next 3 TV stations which together give only second best coverage.



COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. TV sets: 229,884, RETMA — July 2.



CARRIES MORE WEIGHT

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with unequalled coverage of northern New England's 3 states.

WMTW

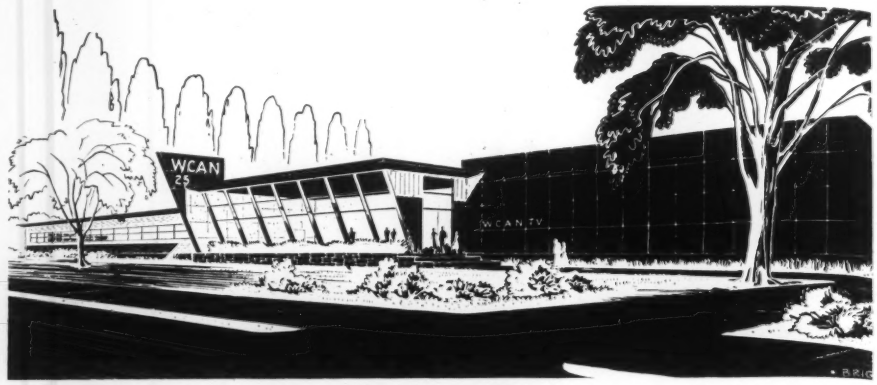
John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

Construction Underway On New WCAN-TV Quarters

STORAGE space for props and scenery in the $290,000 WCAN-TV Milwaukee building now under construction will cover 24,000 sq. ft., as large as the entire present quarters of the station. The building, which will house both studios and offices of WCAN-TV, should be completed in about eight weeks, according to Lou Poller, president of licensee Midwest Broadcasting Co.

Plans call for a 60 x 60 ft. studio, large enough so that 10 automobiles can be driven in for commercials, and another studio 40 x 45 ft. Both will be equipped with its own control room and announcer's booth. A 1,500 sq. ft. master control room will contain specially-designed and custom-built electronic equipment. The ultra-modern television building will be completey equipped for both CBS-TV and local color transmission. WCAN-TV is presently transmitting all CBS-TV color programs. The fire-proofed building will house 20 offices and provisions have been made for an additional 15,000 sq. ft. for future expansion.



ARTISTS' sketch of the planned $290,000 air conditioned and color-equipped building which will house both studios and offices of WCAN-TV Milwaukee. Construction is expected to be completed in about eight weeks (see story). Rene Brugnoni, New York, is architect and Charles Capps, Los Angeles, is the designer.

Sutherland WILD Gen. Mgr. As Campbell Goes to KXXL

GEORGE SUTHERLAND, former manager of WAYS Charlotte, N. C., and sales manager of WAYS-AM-TV, has been appointed general manager of WILD Birmingham, Ala., it was announced last week by George Mattison Jr., WILD president.

Mr. Sutherland succeeds Don D. Campbell who has purchased an interest in KXXL, Monterey, Calif., new 1 kw fulltime outlet on 630 kc. KXXL will commence operation in the fall. In his new enterprise, Mr. Campbell will be associated with Steve Cisler, operator of KEAR San Francisco.

Mr. Campbell, a 25-year veteran of radio and tv, had been in Birmingham broadcasting for the past 20 years.

Mr. Sutherland, before holding the Charlotte position, was general manager of WILM Wilmington, Del., for two years, and then was a major stockholder and principal executive of WAMS Wilmington. Mr. Sutherland was for four years manager of the then WFCI Providence-Pawtucket, R. I.

RRN Drops WQXR-FM

PROGRAMS of WQXR-FM New York will be dropped from Rural Radio Network's "upper New York state fm stations," beginning Sept. 6, according to the station, which said the action was taken so that RRN "may concentrate on its original function of serving the farm and rural population of the state." Other stations of the network will continue to carry the same programming as previously.

Vandals Damage KBIG Studios

CATALINA ISLAND studios and transmitter of KBIG Avalon, Calif., suffered damage estimated at several thousand dollars when night-prowling vandals smashed equipment, broke windows and smeared the premises with black paint. The station escaped without broadcast interference, however, because key transmitting equipment was protected by special covers.

WOR-TV Sets Record For Month's Billings

LARGEST month's billings in the history of WOR-TV New York was achieved in the past 30 days with new business during the period exceeding $500,000, it was announced last week by Gordon Gray, general manager of WOR-AM-TV.

The record-breaking sales month, Mr. Gray said, was marked by the signing of "blue chip" advertisers for WOR-TV's package of 30 first-run motion picture films series called *Million Dollar Movie*. He noted that within 10 days after the station announced that Liggett & Myers (via Cunningham & Walsh) and Piel's beer (through Young & Rubicam) each had bought one-eighth of the package, four other sponsors were added. They are: Rival Dog Food (Charles Silver Co.), Pellex Cream (Dowd, Redfield & Johnston), Vick Chemical Co. (Morse International), and Sterling Drug Co. (Dancer-Fitzgerald-Sample).

Contributing to WOR-TV's sales upsurge, Mr. Gray continued, was increased business activity in spot announcements. Among sponsors who have purchased announcement schedules during the last two weeks, he said, are the New York Telephone Co., Grove Labs, Plough Inc., William Wrigley Co., Drackett Co., Melton Industries, American Chicle Co., Kiwi Polish Co., Hassenfeld Bros. and Burry Biscuit Co.

Mr. Gray announced that one account executive has been added to the sales staff and another will be hired shortly. The new account executive is Frank Kizis, previously with the station's television sales service department.

Mr. Gray also disclosed plans for an extensive campaign to promote *Million Dollar Movie*, which will begin on Sept. 21. Each of the feature pictures will be shown a total of 16 times a week (daily at 7:30 p.m. and 10:30 p.m., with an extra "family matinee" on Saturday and Sunday at 4:30 p.m.).

In addition to advertisements in local newspapers and in fan magazines, the station plans to launch a saturation on-the-air promotional effort on WOR-AM-TV. The station also will print and distribute about one million "banknotes" showing program times and feature film line-up.

In conjunction with *Million Dollar Movie* is the WOR-TV "Grand Plan," which offers eight advertisers an opportunity to purchase a package of eight 20-second spot announcements a week immediately adjacent to the film series for $1,000 per advertiser.

Super 'Scraper—Antenna

CONSTRUCTION of a building that would out-do the Empire State Bldg. in height and office space and perhaps compete with it as a tv antenna site is being considered by Robert R. Young, new board chairman of the New York Central Railroad, who said last week he is thinking of putting up such a structure on the site of Grand Central Terminal in New York. The firm of Webb & Knapp, consulting with Mr. Young on the idea, was reported to have come up with a plan for an 80-story building approximately 1,000 feet in height, topped by a combination observation and television tower of about 600 feet. Thus the structure would be approximately 1,600 feet from street to tip, compared with the 1,472-foot height of the Empire State Bldg. and tower on which are located the transmitting antennas of all seven New York metropolitan area tv stations.

Pusey Goes to West Coast As WBC Realigns Auditing

REALIGNMENT of Westinghouse Broadcasting Co.'s station auditing personnel, attributed to WBC's recent acquisition of KPIX (TV) San Francisco, was announced last week by I. C. Ruby, WBC headquarters auditor.

Robert E. Pusey, auditor of KDKA Pittsburgh, effective Sept. 15 becomes assistant headquarters auditor in charge of WBC's West Coast stations, KPIX and KEX Portland, Ore. Glenn Kelley, chief accountant at KPIX, assumed new duties as auditor of that station on Sept. 6. R. W. McCorkle, auditor for KEX, moves to the same position at KDKA on Oct. 15, and Rodric Smith, KEX accounting department, replaces Mr. McCorkle as auditor.

Hoag-Blair Appoints Ward

APPOINTMENT of Don Ward to Chicago as office manager is being announced today (Monday) by Robert Hoag, President of Hoag-Blair Co., New York, station representatives. Mr. Ward has been an account executive in the Blair-Tv Chicago office since December 1951. Before that time, he was associated with WIND Chicago, KSD St. Louis, ABC, and WBKB(TV) Chicago. Hoag-Blair is a new tv station representation firm formed by Blair-Tv to handle video outlets outside of the major markets. Mr. Hoag also announced leasing of space for the Chicago office at 737 N. Michigan Ave.

TOPSOIL is our BLACK GOLD in the Red River Valley

Pretty words and lilting phrases all aside, there's only one basic source of wealth, *and that's the earth.*

We could tell you that people in the Red River Valley are extraordinarily prosperous because they are thrifty and hard-working. Or because they are shrewd, or energetic. Or because this radio station keeps their money whirling, by putting avaricious ideas into their pretty little heads. Etc., etc.

Actually, the Red River Valley is prosperous because of our thick, black topsoil. Through endless prehistoric ages, it was deposited in what was once the bed of a vast lake. This earth is as good or better than the humus-laden soil in your rose garden. It grows every kind of "crop", including hogs, lambs and cattle — *like mad.*

And our farmers don't work ten-acre or fifty-acre plots. They work our eye-filling flat fields with the kind of power equipment you ordinarily see only on big engineering projects. They make as much money in their overalls as lots of city guys do in their gray flannels!

The *average* farm in this area produces a gross income of $9,518 as compared with the Average National Farm Income of $6,687.

We hayseeds who have run WDAY since 1922 use big facilities to farm our *audience*, too. We dominate this territory so completely that you can't even mention any other station in the same breath. If that sounds exaggerated to you, you have only to investigate a little. For example, you might ask us about the fan mail that pours into here at the rate of 400 letters a day, including Sundays and holidays. You might ask why more than 10,000 families pay cash subscriptions to receive our "Mike Notes", WDAY monthly newspaper, etc.

But it all goes back to the topsoil, and there we rest our case. Ask Free & Peters!

WDAY FARGO, N. D.

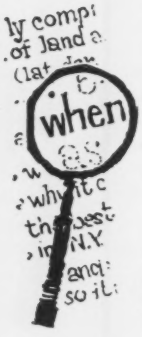
NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

EVEN WEBSTER WATCHES

en-ter-tain'ment, *n.* A source of amusement, a diverting performance. Synonym, according to Webster, for WHEN-TV.

Webster can't find words to describe WHEN-TV. But the folks of Webster (literate, sensible people that they are*) don't scrabble around looking for new ways to say "Great! Terrific!"** As in 250 similar upstate N. Y. communities*** they just sit back and enjoy themselves, so receptive they purr.



You can learn from Webster and improve your spelling on words like "profit." Better still, take a short course on Channel 8.

* Just *love* Channel 8.
** There aren't any.
*** 2¼ million total population.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

New Katz Color Tv Report Relates WKY-TV Experiences

SECOND of a series of reports on color tv, this one titled "Close-Up on Color Tv" and detailing the experiences of WKY-TV Oklahoma City as the first independently-operated station to telecast live studio color, has been prepared by The Katz Agency, national advertising representative.

A follow-up to Katz' earlier "Focus on Color-Tv," the 16-page new booklet reviews the three primary stages of color development at the station level: relaying network programs, originating slide and film material, and telecasting live studio color.

"Close-Up" describes, among other things, lessons learned by Katz-represented WKY-TV in producing its hour-long five-times-a-week cooking show colorcasts, "Cook's Book;" discusses engineering and control room problems, camera technique, lighting, set and costume design, rehearsal time, and product display; gives WKY-TV's reasons for thinking its entry into local live color at this time was a good investment and that nation-wide color is closer than many people think; summarizes WKY-TV's promotion activities in behalf of color tv, and gives some of the reactions of Oklahoma City advertisers who have seen it.

The booklet invites interested persons to visit WKY-TV and "spend some time *talking* color" with Station Manager P. A. Sugg and Assistant Station Manager Hoyt Andres. Copies of "Close-Up" are available from The Katz Agency, 477 Madison Ave., New York 22.

REPRESENTATIVE APPOINTMENTS

WHOL Allentown, Pa., appoints Paul H. Raymer Co., N. Y.

WILY Pittsburgh appoints Stars National Inc., N. Y.

KOLD Yuma, Ariz., appoints Tracy Moore & Assoc., Hollywood, as west coast representative and Hal Holman Co., Chicago, as eastern and midwest representative.

REPRESENTATIVE PEOPLE

Dwight William Whiting, West Coast sales manager, Official Films, Beverly Hills, to Blair-Tv L. A., as account executive; **Theodore C. Johnson,** manager, W. S. Grant Co., L. A., to John Blair & Co., same city, as account executive.

Roland Kay, eastern sales representative, CBS o&o KNX Hollywood and Columbia Pacific Radio Network, returns to CBS Radio Spot Sales, N. Y., as account executive, succeeding **Frank Orth,** who moves to Campbell-Ewald Co., Detroit.

Robert B. Hardenbergh, Crosley Broadcasting Corp., Chicago, to The Bolling Co., same city, as account executive.

Henry W. Simmen, U. S. Army, returns to Weed & Co., N. Y., as account executive.

STATION SHORTS

WTRI (TV) Schenectady, N. Y., installing $150,000 studios in present office building, reports the station.

WKY-TV Oklahoma City announces installation of "color stripe generator" to allow servicemen to adjust color tv sets.

WJR Detroit announces dividend of 10¢ per share paid Sept. 10 to shareholders of record as of Aug. 31.

KBIG Avalon, Calif., signs with City News Service of Los Angeles for local news coverage.

CHSJ-TV St. John, N. B., issues second rate card, effective Sept. 15, with class A starting at $200 an hour, $55 for 5-minute program and $45 for one-minute announcement.

CJCB-TV Sydney, N. S., scheduled to start operations early this month, issues first rate card with class A time starting at $200 an hour and one-minute spot at $40, with station offering 15% discount on daily spots on one year non-hiatus basis.

CKSO-TV Sudbury, Ont., issues third rate card Oct. 1 with class A one-hour at $170 and $35 for one-minute announcement.

WTTM Trenton, N. J., acquired RCA cutting table and now offering transcription and recording service to general public, according to station.

CFGP Grande Prairie, Alberta, since 1937 picking up Canadian network programs through special receiving station, now connected by landline to rest of Canada.

WIND Chicago completed arrangements with local City News Bureau for metropolitan coverage by teletypewriter equipment on 24-hour, seven-days a week basis.

KNXT (TV) Hollywood starts color test bar stripes as part of daily 8 a.m. to 5 p.m. black-and-white programming permitting servicemen and Southern California color receiver owners to adjust sets before color program is broadcast.

Walter Reade Theatres, owner, WRTV (TV) Asbury Park, N. J., and chain of theatres, moves offices from New York to Mayfair House, Deal Road, Oakhurst, N. J. Telephone: Kellogg 1-1600.

WWLP (TV) Springfield, Mass., announces acquisition of new remote-pickup mobile unit.

WSLS-AM-FM-TV Roanoke, Va., elected to sustaining membership in Advertising Federation of America, N. Y.

KHOL (TV) Kearney, Neb., changes Mon.-Fri. operating hours from 2:50-10:30 p.m. to 12 noon-10:30 p.m.

KBES-TV Medford, Ore., will occupy new and enlarged studio and office facilities in downtown Medford Sept. 15.

KPTV (TV) Portland, Ore. (ch. 27), reports it has received driver and power supply units for its new RCA 12 kw uhf transmitter.

CBS
KGGM-TV
Channel 13
ALBUQUERQUE,
NEW MEXICO

KGGM-TV, telecasting to more than 42,000 TV homes in the nation's top Southwestern market, proudly announces live CBS network programs effective September 26.

WRITE FOR FURTHER DETAILS

National Representatives
WEED & CO.

Club.

Five KVTV spots, promoting a special offer, recently sold 120 sets of golf clubs for Schindler's Jewelry Store. Nine members of our staff fell in line, bought clubs themselves. How's that for merchandising support?

Rather unexclusive itself, the KVTV club is limited to advertisers exercising their right to join a wealthy market. (Last year, Sioux City Sue-land produced $653 million in annual retail sales.) For membership details call on The Katz Agency, our national reps.

CBS, ABC & DuMont

Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

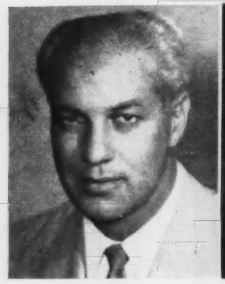
KVTV, *a Cowles Station, is under the same management as* **WNAX-570**, *the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

FOUR-MAN GROUP TO MANAGE WMGM

Director Arthur Tolchin announces associates Frank Roehrenbeck (management), Raymond Katz (programming) and Sam Faust (sales).

FORMATION of a four-man executive committee to manage WMGM New York, 50-kw station operated by Metro-Goldwyn-Mayer, was announced last week by Arthur M. Tolchin, new director of WMGM [B•T, Aug. 16]. Mr. Tolchin succeeded Bertram Lebhar Jr., who had been associated with WMGM 15 years.

Frank Roehrenbeck has been appointed

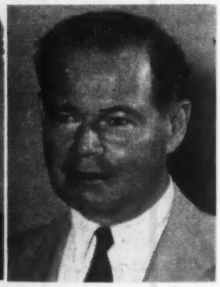


MR. TOLCHIN

MR. ROEHRENBECK

associate director in charge of station management; Raymond Katz, associate director in charge of programming, and Sam Faust, associate director in charge of sales. Working together with Mr Tolchin, these officials will

MR. KATZ



MR. FAUST

form the new executive group of the station.

Mr. Roehrenbeck has been associated with Loew's Inc., the parent organization, for 34 years. He was appointed business manager of Loew's Metro-Goldwyn-Mayer eastern studios in 1929, and three years later was named production manager of Loew's Theatre stage production units. He held that post four years until his appointment as general manager of WMGM.

Mr. Katz joined the Loew's organization as assistant manager of the Capitol Theatre in New York. He became assistant nighttime operations manager and later daytime program supervisor of WMGM (then WHN) before his induction into the U. S. Navy in 1942. After his release from service, he was appointed program director in 1946.

Mr. Faust, who has been a WMGM account executive 19 years, is credited with having sold $6 million in air time during his career at the station. Before joining WMGM, he was sales manager of WRNY and WKBQ, then New York outlets.

Meanwhile, WMGM's parent Loew's Inc., last of the major film companies to go through divorcement proceedings as required by Government consent decree, has announced separation of its motion picture production and distribution activities from its domestic theatre operations. WMGM remains with the production-distribution company, which continues as Loew's Inc., spokesmen said. The theatre holding company will be known as Loew's Theatres Inc.

STATION PEOPLE

Judy Lawton, program manager, WTRF-TV Wheeling, W. Va., to North Dakota Broadcasting Co. (KXJB-TV Valley City, KCJB-AM-TV Minot, KSJB Jamestown) as operations manager.

William R. Walker, sales manager, WBEV Beaver Dam, Wis., to WMBV-TV Marinette, Wis., as manager; **Howard L. Emich,** commercial manager, WMAM Marinette (WMBV-TV am outlet), promoted to manager.

LeRoy Stahl, tv director, KFBB-TV Great Falls, Mont., promoted to manager, KFBB-AM-TV; **W. C. Blanchette,** radio director, KFBB, promoted to commercial manager, KFBB-AM-TV.

John W. Powell, formerly manager, KRES St. Joseph, Mo., to KWBW Hutchinson, Kan., in same capacity; **Bill Scott,** formerly sports director KSCB Liberal, Kan., to KWBW in same capacity; **Larry Finley,** formerly newscaster, KCMO-AM-FM-TV Kansas City, Mo., to station as news editor; **Bob Bassett,** formerly chief engineer, WGLC Centreville, Miss., to station in same capacity; **Gren Darling,** formerly salesman, KWHK Hutchinson, to station as announcer; **Dick Fraley,** formerly student announcer, Kansas State College, Manhattan, Kan., to station as announcer.

Harry Hayman is general manager, WPGC Morningside, Md., in personnel realignment; others: **Robert Bankston,** assistant manager, sales manager, sports and news director; **Donald Nork,** program and farm director and chief announcer; **Edith Hayman,** women's director; **Edward Walker,** production supervisor.

Thomas C. McCray, general manager, KNBH (TV) Hollywood, additionally appointed supervisor of KNBC San Francisco operation with **George Greaves,** general manager, KNBC, reporting to Mr. McCray.

Jack Thompson, commercial manager, CKOY Ottawa, promoted to manager, succeeding **Dan Carr,** who resigns to enter drug business.

MR. HOESSLY

Harry H. Hoessly, sales manager, WHKC Columbus, Ohio, to WRFD Worthington, Ohio, in same capacity; **Bill Arthurs,** announcer, WRFD, promoted to program director, succeeding **Bob Geis,** who moves to Fred A. Palmer Co. (radio consultants), Worthington; **Arthur L. Jacobs,** sales staff, WJEL Springfield, Ohio, to station as local account executive; **Rita Thomas,** continuity director, WFTL-AM-TV Fort Lauderdale, Fla., to station as sales secretary to Mr. Hoessly.

Floyd S. Nelson, production and promotion director, World Publishing Co., Shenandoah, Iowa, to KMA same city, as promotion and merchandising director.

Charles E. Friar, WAYS-TV Charlotte, N. C., to WIST same city, as promotion and merchandising director.

The Birth of the Pitch

THAT oft-maligned institution — the radio commercial—had its day in New York last Tuesday. Special ceremonies were held in Battery Park to commemorate the 32d anniversary of what was said to be "the first radio commercial broadcast." Dr. M. E. Strieby, director of technical demonstration of AT&T, gave details of the event as it occured in 1922 at WEAF New York (now WNBC), which was then operated by Bell Labs. He recalled that the first commercial was "a sales pitch" for tenant-owned apartment houses in Jackson Heights, Queens. Dr. Strieby remarked that "some people didn't like it, but it soon became the American way of providing good programs." The ceremonies were broadcast over New York-owned WNYC-AM-FM.

MR. ALAGOOD

Oscar Alagood, sales manager, KLRA Little Rock, Ark., to KATV (TV) same city, as commercial manager.

John Quinlan appointed promotion director, KGMB-TV Honolulu.

Lionel Wittenburg, remote studio supervisor, WCCO-TV Minneapolis - St. Paul, to WTVW (TV) Milwaukee (target date Oct. 31), as chief engineer.

MR. BUTLER

Jack Butler, recently separated from USN with commander's rank, to KLAC Hollywood as sales service representative.

Robert H. Prigmore, sales manager, KEX Portland, Ore., to KGW same city, as commercial manager.

Jay Faggem, Hollywood freelance publicist, to KFWB Hollywood as promotion manager.

MISS MacCRACKEN

Gayle E. MacCracken, film dept., WSAZ-TV Huntington, W. Va., promoted to film director.

Francis J. Haney, research engineer, classified projects, Langley Field, Va., returns to WCAU-AM-FM-TV Philadelphia, as general engineer.

Howard Mitchell, conductor, National Symphony Orchestra, becomes music program com-

Come and Get it!

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH
DEARBORN
5000 Watts
(1000 WATTS — NIGHTS)

WKHM
JACKSON
1000 Watts

WKMF
FLINT
1000 Watts

WREX-TV 13

47,000 WATTS E.R.P.

FALL SCHEDULE

ASSURES YOU THE "Lion's Share" of the big ROCKFORD - MADISON AREA AUDIENCE

I LOVE LUCY
U. S. Steel Hour
PROFESSIONAL FOOTBALL GAMES
Jackie Gleason Show
Voice of Firestone
N.C.A.A. Collegiate Football
Robert Q. Lewis Show
Blue Ribbon Bouts
Bob Crosby Show
Bill Shiel, Sports
Toast Of The Town
PERRY COMO
Arthur Godfrey
Make Room For Daddy
Meet Millie
I've Got A Secret
WHAT'S MY LINE

WREX-TV 13

NOW SERVING OVER 214,992 TELEVISION SETS

ROCKFORD - ILLINOIS

NETWORK AFFILIATIONS CBS • ABC

REPRESENTED BY H-R TELEVISION, INC.

mentator and will conduct series, WGMS Washington.

Busby Berkeley, musical comedy motion picture director, signed as producer-director, *Harry Richman Show,* KTTV (TV) Los Angeles.

MR. PERCER

Tom M. Percer, sales staff, WABT (TV) Birmingham, Ala., promoted to local sales manager.

John Dee Louder-milk, commercial artist, Durham Display Studios, Durham, N. C., to WTVD (TV) same city, as art director.

Sid Slappey to WOL Washington, as a sales executive.

William K. Winterable, timebuyer, Erwin, Wasey & Co., L. A., to KNX Hollywood *Housewives Protective League,* as merchandising manager, succeeding **Richard deVarennes,** to *Good Housekeeping* magazine as account executive.

MRS. CAVIN

Patty Cavin, beauty editor and special events reporter, *Washington Post and Times-Herald* to WRC Washington as women's commentator.

Edgar L. Franciscus, KXOK St. Louis, to sales dept., WTVI (TV) same city; **Seral A. Smith,** accountant, KSTM-TV, that city, to station in same capacity.

Helen Madamba Seeman, journalism graduate, Oklahoma A&M U., Stillwater, Okla., to WKY Oklahoma City as continuity writer; **James R. Haskin** to WKY-AM-TV; **Jack Todd,** announcer-disc m.c., returns to station after summer absence.

Edward Hayden appointed promotion writer, KCBS San Francisco; **Connie Halter** appointed sales promotion assistant, succeeding **David Bogard,** who moved to BBDO, same city, as account executive.

Charles Tarkinson, WEEI Boston, to WMTW (TV) Poland, Me., as news announcer; **Robert Brown,** formerly with WOC-TV Davenport, Iowa, to WMTW as weather announcer; **Hugh Webster Babb,** sports director, WPOR Portland, Me., to station as sports announcer; **Bob Joyce,** announcer, WPMT (TV) Portland, Me., to station as announcer.

Austin Williams, former newscaster, KLZ Denver, to KLZ-TV in similar capacity.

Frank Allen, KFEQ St. Joseph, Mo., to WOW Omaha as disc m.c.

Bill Mayer, disc m.c., WGAR Cleveland, to WTAM same city, in similar capacity.

Sidney Gunter, disc m.c., WJLD Birmingham, Ala., to WWVA Wheeling, W. Va., in same capacity.

Jim Thomas, personality, WKRC-TV Cincinnati, to WCPO-TV same city.

Jim Hawthorne, disc m.c., KTLA (TV) Hollywood, adds duties as host-m.c., *Hawthorne at Ciro's* KABC same city; **Bob Stevenson,** Hollywood radio-tv announcer-actor, to KABC as disc m.c.

Joe Hasel to WRC-WNBW (TV) Washington as sportscaster, succeeding **Arthur Bergman,** who relinquishes duties excepting one weekly tv show to devote time to outside interests.

Kimball Kinney, formerly continuity director, KOAT Albuquerque, to promotion dept., WFMY-TV Greensboro, N. C.; **Fred Fischer,** formerly sales representative, WBRC Birmingham, Ala., to sales dept., WFMY-TV; **Judy Betz** to promotion dept. of station.

Donna Austin, KSWS Roswell, N. M., to continuity staff, KEX Portland, Ore.

Harry B. Hughes, former producer-director, WSJS-TV Winston-Salem, N. C., to WBTW (TV) Florence, N. C.

Herbert A. Waters, formerly assistant manager, WKJF-TV Pittsburgh, and **S. Roy Lewis,** appointed to sales staff, WILY same city.

Bill Travis, sales staff, WILB New York, and **Irv Rantamen,** news dept., WSBC Chicago, to WAIT Chicago in similar capacities.

Joseph R. Buffer, recently discharged from U. S. Marine Corps, to sales dept., WPEN Philadelphia.

Hal Howard to sales staff, WOV New York.

Glen N. Mauldin to sales staff, KROD-TV El Paso, Tex.

Jack Stanley, former musical director for Roxy and Capitol Theatres, N. Y., to KTTV (TV) Hollywood *Harry Richman Show,* in same capacity.

Carlton Fredericks, nutrition expert and conductor, *Living Should Be Fun* program, WMGM New York, signed to new five-year contract with station.

Mahalia Jackson, gospel singer, signed by WBBM Chicago for CBS Radio network *Ma-*

ARTIST's conception of KNBH (TV) Hollywood's new transmitter tower, now under construction on Mt. Wilson, is shown by Thomas C. McCray (l), station general manager, to George Greaves, general manager of sister NBC o&o station KNBC San Francisco. The tower, when completed in October, will be five times the height of the present one.

George T. Baum, Construction and Service Manager of Carrier Corporation, tells why he's . . .

The man who raced the thermometer!

"This summer really put the heat on us," says Carrier Corporation's George Baum.

"Take a phone call we got from Chicago: refrigeration machinery stopped — and the mercury going up on 70 tons of expensive beef! Or a theatre is without its air conditioning; a laboratory's vital supply of penicillin is in danger.

"We raced those rising thermometers — and beat them — with Air Express!

"To back up our local stock depots, we maintain one *complete* inventory of over 15,000 different parts in Syracuse. From May to September, Air Express handled 15 to 20 shipments a day for us, from a 1 oz. gasket to a 900 lb. rotor.

"With more Carrier air conditioning and refrigeration in service than any other make on earth, Air Express plays an indispensable role in preventing emergencies — and in meeting the inevitable few.

"Yet the average shipment costs *least* by Air Express. 25 pounds from Rochester to Chicago, for instance, is $5.65. That's $1.20 *less* than the next best price for any air service — and Air Express service can't be beat!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

TO SELL

JACKSONVILLE

(and the rich Northeast Florida market...)

BUY

WJHP-TV

Channel 36

62,500 UHF SETS-IN-USE

ABC • NBC • DuMONT

Television Networks

For rates, availabilities, and other information, call Jacksonville 98-9751 or New York MU 7-5047.

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

halia Jackson Show starting Sept. 26.

Robert Brookins to KFBB-TV Great Falls, Mont.

Virginia Gagan to KFAC Los Angeles as assistant music librarian.

Fred M. Dodge, comptroller, KFWB Hollywood, resigns to open public accounting office, Studio City, Calif.

Bill Wellwood, assistant manager, CJOR Vancouver, resigns to open management consultant service in Vancouver.

Jim Raser, writer-producer, *Jane Todd* show, KCBS San Francisco, appointed editor, *University of San Francisco Alumnus* and sports editor, *Argonaut,* San Francisco news magazine.

Roger Clipp, president and general manager, WFIL-AM-TV Philadelphia, elected to board of directors, Junior Achievement of Philadelphia. Mr. Clipp also appointed chairman of Philadelphia's radio-tv committee for 1954 Pennsylvania week in October.

John Fulton, general manager, WQXI Atlanta, appointed chairman, 10th annual Georgia Radio and Television Institute at Henry W. Grady School of Journalism, Georgia U., Jan. 26-28.

Fred E. Walker, director of public affairs, WTTM Trenton, N. J., appointed chairman, Booster Publicity Committee, Delaware Valley United Fund.

Harry Maizlish, owner-president, KFWB Hollywood, appointed special events committee chairman, forthcoming Los Angeles Community Chest campaign.

Ruth M. Eddy, assistant promotion manager, WJAR-TV Providence, R. I., appointed member, American Women in Radio & Television and simultaneously named publicity chairman, New England chapter.

Betty Ross, singer, *WLS National Barn Dance,* WLS Chicago, started column in *Downbeat* magazine.

W. T. Valentine, executive, CFRB Toronto, elected national president, Kinsmen Clubs, at 33d annual convention at Saskatoon, Sask.

Frank D. Ward, disc m.c., WKBW Buffalo, N. Y., recipient of RCA Victor 15-inch color-tv set as grand prize winner of RCA's nation-wide record promotion contest.

John Ott, conductor, *How Does Your Garden Grow,* WNBQ (TV) Chicago, subject of articles in *Business Screen, Popular Gardening* and *Living With Flowers* magazines last month.

Patti Searight, program director, WTOP Washington, designated "Ambassadoress of Good Will" by Greater National Capital Committee of Washington, and is on five-week tour of resort areas in Europe.

Martha Crane, women's director, WLS Chicago, selected as judge in international cotton bag sewing queen contest for International Dairy Show in Chicago Oct. 9-16.

Chuck Norman, disc m.c., WIL St. Louis, recovering in St. Lukes Hospital, same city, from boat accident.

Grace Ramsower, continuity staff, WOAI San Antonio, Tex., and John Lincoln were married Aug. 28; **Arlie Patton,** technician, WOAI-TV, father of boy, Layne Arlington.

Guy Reily, account executive, KHJ-TV Hollywood, father of boy, Kevin Michael, Aug. 29.

A FAIR day's haul of tuna was garnered by these radio-tv industry executives off the coast of New Jersey. L to r: Chris Witting, president, Westinghouse Broadcasting Co.; Rolland Tooke, general manager, WPTZ (TV) Philadelphia, licensed to Westinghouse; H. P. Peters, president, Free & Peters; Lloyd Griffin, tv vice president, F & P, and F. Van Konynenburg, executive vice president-general manager, WCCO-AM-TV Minneapolis.

Rodric Smith, accounting clerk, KEX Portland, Ore., father of girl, Terri, Aug. 28.

Jack Wormser, staff director, KABC Hollywood, father of girl, Sandra Elizabeth, Aug. 26.

Charlie O'Donnell, program director, WHAT-AM-FM Philadelphia, father of girl, Patricia.

Vince Lee, disc m.c., KYW Philadelphia, father of boy, Stephen Nelson.

Bob Powell, *Dawn Patrol* program, WIP Philadelphia, father of girl, Deborah Jane.

Buddy Moore, photographer, WFMY-TV Greensboro, N. C., father of boy, Michael Vann.

Ken Alford, KGMB-TV Honolulu, father of boy.

Bill Patton, assistant chief engineer, WJAR-TV Providence, father of boy.

Roy Coombs, art director, WJNO-TV West Palm Beach, Fla., father of twin boys, Donald Vincent and David Winston.

Leo Tevlin, cameraman, KWK-TV St. Louis, father of girl.

Vince Murphy, disc m.c., WELM Elmira, N. Y., father of girl, Maureen.

Joseph Thomas, chief engineer, WWSC Glens Falls, N. Y., died Aug. 26.

MUSICIAN EMPLOYMENT LAGS IN RADIO, TV—AFM

Comparison of figures published in 'Official Proceedings' indicates continuation of downward trend that has been in effect for some years.

CONTINUING downward trend in employment of musicians in radio and television and in total earnings for musicians in these media is pointed up in the 1954 American Federation of Musicians' *Official Proceedings* of the 57th annual convention of the union.

Figures compiled by B•T last week from current *Official Proceedings* (covering the 1953 year) and the 1953 edition (covering the 1951 year) indicate the extension of a trend toward employment of fewer musicians each year. A detailed study published earlier this year [B•T, March 15] reported the declining employment from 1944 to 1951, with number of staff musicians having been reduced from 2,719 in 1944 to 1,976 in 1951. Though salaries in that time rose from $11,911,981 to $14,262,858 in 1951, the latter figure, representing post-war inflation, was believed to reflect little or no increase in "real" wages.

A comparison could not be made between the 1952 and 1953 year because the federation, which usually reported on activities of two years back, decided to omit 1952 statistics and keep record of the preceding year. In comparison with 1951, it is revealed that the number of staff musicians on radio and tv stations had declined from 1,976 to 1,759 in 1953 and salaries from $14,262,858 to $13,152,858.

Similarly, with respect to single engagement commercial employment on radio and television, there emerges a downward trend in the use of musicians and in their earnings. In 1951, 122 leaders and 2,163 musicians were employed in radio for total salaries of $4,651,152, while in 1953, 104 leaders and 1,200 musicians were used for total salaries of $2,605,518. In television, no breakdown was provided for the number of musicians employed for single engagements in 1951, but their earnings were listed at $4,024,544, while in 1953 earnings had dropped to $2,461,347 for 149 leaders and 1,771 men.

Total musician earnings for employment in all phases of radio and television for 1951 were reported at $26,259,646 as compared with $24,677,409 in 1953.

AFM Adds $100 Royalty For Radio Musical Spots

AMERICAN Federation of Musicians has revised its radio spot announcement policy to one requiring $100 royalty payment for each announcement using musicians and produced on or after Aug. 1, 1954.

Although the union has had a similar royalty payment on all television spot announcements since October 1952, AFM permitted the recording of radio announcements without the contribution to the union trust fund until the recent changeover.

In a statement to B•T last week, Bob Swanson, vice president of Goldswan Productions, said to be one of the larger firms in the national radio and tv spot musical field, pointed out that "It's too early to measure overall sponsor and agency resistance to AFM's new policy." He noted that when AFM instituted its tv rules for spot announcements, there was "scattered agency resistance," but added the trend has been toward the increased use of musicians.

"One thing, however, emerges clear," Mr. Swanson declared. "With so many musical spot users planning their campaigns in terms of adaptability to both media, there is little doubt that agencies and sponsors will devote considerable time and thought to comparative cost breakdowns of spots using musicians and those using vocalists who also can "make like musical instruments."

O'Brien Statement 'Premature'

STATEMENT attributed to British film union leader Tom O'Brien in New York, following a meeting with the AFL Film Council in Hollywood two weeks ago, that the council had agreed to discontinue its campaign against U. S. motion picture production in Great Britain, was labeled as premature by Carl Cooper, business agent for IATSE Local 33, Los Angeles. The labor spokesman said the Hollywood meeting was merely exploratory with both sides exchanging views and explaining their positions in a friendly manner. However, the council has made no final decision yet, Mr. Cooper said.

SDG Tv Series Studied

TELEVISION series, similar to its hour-long NBC Radio *Screen Directors Playhouse* broadcasts during 1949-51, is being studied by Screen Directors Inc., newly-reactivated, fund-raising subsidiary of Screen Directors Guild. A director from the membership would be made available for each program, according to SDG spokesman, who added this will mean the entry into tv of some of the top motion picture directors, ordinarily not planning to do any video.

Income from the proposed series, as with the radio program, will go to SDG's Educational and Benevolent Fund.

RTDG, WGN in Tiff; NLRB Drops WRRR Case

CHARGE of unfair labor practices was flung at WGN-AM-TV Chicago last Wednesday by the Chicago local of the Radio-Television Directors Guild.

The local filed the charge with the National Labor Relations Board's Region 13 in Chicago. It claims that the stations management refused to bargain with certain employes and discharged three tv directors in recent weeks without cause.

Frank Schreiber, manager of WGN Inc., was not immediately available for comment late Thursday and spokesmen declined to discuss the charges. WGN Inc. was served with a copy of the notice Thursday.

The charge claims that an "overwhelming majority" of tv directors employed by WGN Inc. chose the RTDG Chicago local as its bargaining representative in June 1952, and that the management refused to bargain with the guild this past July. Management officials then met with the employes involved Aug. 5.

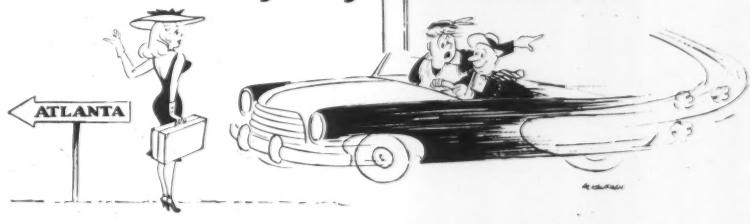
Subsequently, the charge continues, two directors—Barry McKinley and Ernie Lucas—were discharged on Aug. 21 and another—Chris Erskine—on Aug. 27 "for attempting to exercise their legal right to unionize."

NLRB Chief Examiner Martin Schnide (13th Region) assigned Field Examiner Richard Simon to the case.

Before accepting the case for study, NLRB Region 13 satisfied itself that the case was within its jurisdiction on the basis that WGN Inc. had done $200,000 or more worth of business last year.

In another instance, Region 13 had thrown out the case involving WRRR Rockford, Ill., a new station, because this new requirement

You can't get to MACON by way of Atlanta!



Macon is 93 miles from Atlanta! So it stands to reason that Atlanta TV stations are not covering the Macon area with an adequate signal. If you want to reach this middle Georgia market, heretofore untapped by TV, there's only one station that can do a job for you — WMAZ-TV!

Only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent...

...80% of this area's population!

...81% of retail sales!

NOW — ON WMAZ-TV's FIRST ANNIVERSARY*

FULL POWER — 316 kw ERP

NETWORK COLOR PROGRAMMING

WMAZ-TV dominates the Macon Area audience, Morning, Afternoon and Night. (Pulse)

*September 27th

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

Ask your AVERY-KNODEL *man*

had not been met. NABET has filed a charge that the station had committed unfair labor practices. The union subsequently withdrew its charge at the Labor Board's request and the case was dismissed.

In other labor activity of Region 13, it was reported, elections have been set at WKJG-AM-TV Fort Wayne, Ind., by mutual consent of the stations and IBEW Local 1225, which seeks to represent its engineers, technicians and other personnel. Elections will be held Sept. 22.

IBEW-IATSE Hearing Set

HEARINGS are scheduled today (Monday) in Los Angeles before NLRB examiner Norman Greer on the jurisdictional dispute between IBEW Local 45, Hollywood (broadcast-tv recording engineers), and IATSE. Also contesting IATSE jurisdiction over KTLA (TV) Hollywood engineering and production employes will be NABET, Hollywood, which has intervened as an interested party in the IBEW petition.

PERSONNEL RELATIONS PEOPLE

Pat Somerset, assistant executive secretary, Screen Actors Guild, Hollywood, and William Sutherland, executive, IATSE, San Francisco, elected president and secretary-treasurer, respectively, California State Theatrical Federation.

Adolph Deutsch, president, Screen Composers' Assn., starts six-week tour of Europe as SCA representative, conferring with performing rights societies and other composer groups.

ABC-TV SETS $1 MILLION FALL CAMPAIGN

Extensive budget for printed media promotion and advertising to stress network's fall lineup signals ABC-TV entry into current NBC-CBS struggle for increased fall billings. Emphasis is on full lineup, aimed at converting 'channel hoppers' to fulltime viewers.

ABC-TV unveiled plans last week to spend more than $1 million in a national effort to convert the "channel hopper" to a fulltime evening viewer of that network's programs.

The costly promotion-advertising campaign, stressing ABC-TV's fall lineup of video fare as well as channel habits, comes precisely in the period when NBC and CBS have squared off in their latest competitive fight for increased fall billings both in tv and radio.

Ranking third in network tv billings, ABC must attract some of the "Big Two" audience to bolster its business. Convinced it now has the "name" programs to "sell" the viewing public, ABC-TV has launched a campaign that is designed to build a nightly network audience as contrasted to its last year's drive, which promoted individual shows and stars.

Details were announced Tuesday at a network news conference presided over by the campaign's two field captains, Mitchell DeGroot, ABC-TV director of advertising and promotion, and Jack Pacey, director of the network's public relations.

The campaign in behalf of the network and its five o&o stations uses newspaper, billboard, transit card, on-the-air and station advertising. Cost breakdown, according to Mr. DeGroot, is $375,000 for newspapers; $20,000 in billboards; $50,000 in transit ads, and $475,000 for time costs (networks, etc.). Production costs for material prepared and dispatched by the network for stations total $30,000. Production costs of its newspaper-billboard-transit advertising effort are estimated to be more than $90,000. Thus, the total, including all advertising expenditures plus production costs, comes to more than $1 million.

The major tv drive starts Sept. 17 in New York, Chicago, Los Angeles, Detroit and San Francisco, the five cities in which ABC owns stations (WABC-TV, WBKB (TV), KABC-TV, WXYZ-TV and KGO-TV in that order), Mr. DeGroot said.

At the same time, the network's 209 affiliates will be receiving promotion-advertising "packages" and the owned stations will conduct a special on-the-air promotion campaign.

In preparing its so-called "night block advertising" campaign, ABC-TV built around certain "keystone" evening programs—for example—Monday: *Voice of Firestone* and *Jamie;* Tuesday: Danny Thomas, U. S. Steel-Elgin alternating drama series, and *Stop the Music;* Wednesday: *Disneyland-Tv,* Stu Erwin and *Masquerade;* Thursday: *Treasury Men in Action* and the Kraft plays; Friday: *Ozzie and Harriett,* the new *Ray Bolger Show* and Jan Murray *(Dollar a Second);* Saturday: programs following afternoon NCAA football, and Sunday: Walter Winchell, Martha Wright and *Break the Bank.*

Mr. DeGroot speculated that ABC-TV's newspaper ad expenditure on a single campaign would be "longer (in duration) and more extensive" than any other network and "certainly more than ABC ever did in the past."

Promotion Pace Quickens

The newspaper promotion actually began the first week in September, but it gains momentum with the Sept. 20 addition of Ray Bolger to the ABC-TV fall season lineup, and runs over into November. Some 20,000 lines will be placed by the network in 15 newspapers located in five cities with nine million circulation, he said. Each ad will be similar in design, stressing ch. 7 with the theme "Tonights Best Tv Shows Will Be on 7—Will You?" All of ABC-TV's stations are on ch. 7. When *Disneyland* comes on the tv screen Oct. 27, an additional promotion will be used as that program will be treated as a "special event," Mr. DeGroot explained.

Visual attraction of the ads will be sought by picturing all stars and personalities of ABC-TV programs grouped around a big "7," on top of which will be pictured an outstanding star or feature of that night's ABC-TV program roster. This large-space newspaper advertising will be in the five cities in which ABC owns stations.

The network's top shows will be advertised over a 90-day period in the billboard campaign, centering in Los Angeles. Mr. DeGroot said he believed the billboard promotion is the first on this scale for any network in that city. This drive also starts Sept. 20, with the first 30 days including all top ABC-TV shows and the second 30 days (beginning Oct. 20) devoted to the Disney series' premiere and first three shows. After Nov. 20, the billboard advertising will revert for 30 days to calling attention to regular programs.

A similar pattern will follow in the transit

WWKO

Ashland, Kentucky

announces

the appointment of

W. S. GRANT CO., INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

as

exclusive national representatives

WWKO

the 5000 watt Music and News Station for the BOOMING Tri-State Area! of Kentucky, Ohio and West Va.

WWKO

5000 watts
1420 KC

P. O. Box 848, Ashland, Ky.

Chas. F. Trivette, Pres. & Gen. Mgr.

"WWKO Covers the Tri-State Like the Sun"

THERE'S A LITTLE RED BARN IN INDIANA

that'll sell big for you in WOWO-land

This Little Red Barn is a radio program on Fort Wayne's WOWO. It's a farm program so real to its listeners that they can almost tell you the pitch of the roof. Matter of fact, a blind listener built a scale model of the barn and sent it to Jay Gould, who runs the program.

From the sounds that go on, you'd think Jay was talking from his own farm in Allen County. He uses words probably never heard on any other program. But his listeners understand. Because good farming is next to good religion with Jay and his friends in Indiana, Michigan and Ohio.

And do they like it! Here's a typical comment from the hundreds of letters that come in each week: "The very first door I open *every* morning is the door to the 'Little Red Barn' on WOWO."

You, too, can open the door—for bigger sales of your product. "Tommy" Longsworth, WOWO Sales Manager, will gladly lift the latch. Call him at Anthony 2136. Or call Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, *Fort Wayne;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives—FREE & PETERS, INC.
KPIX Represented by THE KATZ AGENCY, INC.

WWJ
NBC AFFILIATE IN DETROIT
Owned and Operated by THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

THE SPOTLIGHT'S ON WEHT
IN THE EVANSVILLE MARKET
THRIFTY FIFTY PARLAYS CBS ADJACENCIES INTO CASH SALES
WEHT brings 28 CBS shows exclusively to the Evansville, Indiana Tri-State on U.H.F. in this U.H.F. dream market, isolated from ANY consistent V.H.F. coverage.
REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.
WEHT Channel 50

ad campaign which will be conducted in greater New York only. The promotion will appear in subways, commuter trains and ferries. Side car posters, measuring 21x22 inches, will be used with a total circulation for three months estimated to be more than 600 million.

In station promotion, each ABC property will use special film trailers as well as promotion slides, telops and balops built around art work used for the campaign itself. The package sent to affiliates includes advertisements which can be placed in local newspapers. This series is built around the "A" in ABC and runs the gamut of the network's top shows. Also offered are "block" ads emphasizing a single evening's programming. All the newspaper ad offerings will have accompanying slides for screen presentation. For stations in ABC-TV's "basic" network, which includes some 20 major markets, special promotion slides underscoring the individual station's channel number will be offered. This special effort in the major cities will be backed by both Mr. DeGroot and Mr. Pacey making personal visits, working with stations on promotion and advertising.

Affiliate stations will receive 20-second films featuring the show's star talking about the advertising campaign and in certain instances, mentioning the channel number; recorded announcements; newspaper ad mats; promotion slides; promotion telops; photographs of the shows' stars; publicity stories and promotion continuity. The material is housed in a steel cabinet which is shipped to the station.

The Disney promotion, which is both an addition to and in conjunction with the overall advertising campaign, will get underway in earnest Oct. 1, will increase in intensity as show time approaches and will be sustained until the latter part of November.

23-City Closed Circuit To Carry Medical Panel

DISCUSSION of hypertension by a panel of five physicians will be telecast Sept. 23 over a closed circuit to 5,000 physicians in 23 cities under the sponsorship of American College of Physicians and Wyeth Labs.

The program will originate in CBS-TV studios in New York, 6-7 p.m. EDT. That network's facilities are also being used in televising the program. Invitations to attend the closed circuit showings have been sent.

Showings will be held in the following cities, with the location of the gathering as indicated: Atlanta, Dinkler-Plaza Hotel; Baltimore, Sheraton-Belvedere; Boston, Sheraton-Plaza; Charlotte, Charlotte Hotel; Chicago, Sheraton; Cincinnati, Sheraton-Gibson; Cleveland, Hotel Cleveland; Colorado Springs, Broadmoor; Dallas, Adolphus; Detroit, Sheraton-Cadillac; Houston, Shamrock; Los Angeles, CBS Television City; Memphis, Peabody; Minneapolis, Raddison; New Orleans, Roosevelt; New York, CBS Studio No. 60; Philadelphia, Union League; Pittsburgh, Sheraton; St. Louis, Sheraton; Salt Lake City, Newhouse; San Francisco, Sir Francis Drake; Washington, Broadcast House.

Although Smith, Kline & French Labs has used closed circuit color tv to bring operations and other techniques to medical men at large conventions, this is believed to be the first time a major pharmaceutical house has joined with a medical society to underwrite a national closed circuit hookup.

Early this year, the Sheraton Hotel chain announced that it was entering the closed circuit tv field as part of its convention activities [B•T, March 22]. This probably is the reason for the large number of Sheraton hotels in the ACP-Wyeth program.

NBC-TV DEDICATES NEW COLOR STUDIO

New York's Mayor Wagner cuts the ribbon opening the $3.5 million production center.

IN A COLORFUL ceremony Thursday, New York's Mayor Robert Wagner dedicated what NBC-TV claims to be "the world's largest" tv studio as a new NBC production center for color tv. Address is 1268 E. 14th St., Brooklyn.

After cutting the ribbon, Mayor Wagner said the studio, a former Warner Bros. sound stage converted and equipped to handle NBC's color spectaculars at a cost of $3.5 million, was "a fine new showcase for the best this city has to offer in the theatre arts." He said the huge studio—it measures 178x88 feet and can accommodate sets more than 35-feet high—was a "great contribution" by NBC to keeping New York the capital of tv production.

According to NBC, the network's fall schedule produced at the Brooklyn studio will keep some 6,300 performers and production personnel occupied with more than a $3 million payroll for the season. First spectacular to originate at the Brooklyn studio was "Satins and Spurs," produced by Max Liebman, and telecast yesterday (Sunday) only three days after the dedication.

Other speakers at the ceremony were NBC President Sylvester L. Weaver Jr. and Executive Vice President Robert W. Sarnoff.

Mr. Weaver echoed the mayor's sentiments about maintaining New York as a tv production center and predicted: "The 'spectacular' programs in color which will originate here will explode television entertainment to a new high. The influence of these shows will spread through the entire industry—and through allied entertainment industries as well. And this studio provides the physical wherewithal for these shows to come into being."

Mr. Sarnoff, in his talk noting the size and modern equipment of the studio, said they "will allow producers to give free reign to their imagination when they are building the exciting new 'spectaculars' and other great shows we will have on our schedule."

As the ceremony concluded, rehersals for "Satins and Spurs" which starred Betty Hutton in her tv debut were underway. The event was covered by the studio's color cameras and relayed into a color set placed before the official party.

The studio's lighting system, which, according to NBC, "is the most elaborate and modern in television," has 900 circuits with a capacity of 960 kw and sufficient to light a 3,000-home community.

CBS Names Maier, LaPorte

APPOINTMENTS of Milton L. Maier as general manager of real estate and real estate matters for CBS Inc., and of Louis R. LaPorte as general manager of construction and building operations have been announced by Daniel T. O'Shea, CBS vice president.

"Both of these functions are new ones and have been created to serve the growing and complex needs of the organization in these areas," Mr. O'Shea said. Mr. Maier has been with RKO Theatres Corp. and its predecessor B. F. Keith Corp. for 26 years in legal and real estate management capacities. Mr. LaPorte has 25 years of construction and maintenance engineering background, most recently as assistant to the president of Design Services Co., architectural and engineering design organization.

KCMO
KANSAS CITY

Radio and TV Present...

4-Step Feature Foods Merchandising in 200 Top-Volume Food Supers in Greater Kansas City

The KCMO Feature Foods Merchandising plan offers you *merchandising with a point,* featuring a complete on-the-scene staff and solid in-the-store selling push over full 13-week cycles.

Here's the merchandising you get FREE in 200 high-volume independent and chain markets:

1. Point-of-purchase merchandising—a minimum of 200 store calls in 13 weeks.
2. A minimum of 75 special one-week displays in top-volume stores each 13 weeks.
3. 50 days of Bargain Bar promotions each 13 weeks, plus demonstrating, sampling, couponing, distribution of recipes or product literature.
4. Full reports twice each cycle on all activity in each individual store.

Nothing is left to chance — the KCMO Feature Foods merchandising staff works in the stores, actually handles the promotion, arranges shelf displays and stocks, pushes your product at the Bargain Bar, and *reports fully on every step!*

Wrap up the Kansas City market *now* for your product by calling KCMO or your nearest Katz Agency representative.

KCMO
KANSAS CITY, MO.

Radio - 810 Kc. 50,000 WATTS
TV - Channel 5

Affiliated with Better Homes and Gardens and Successful Farming • The Katz Agency, representatives

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

MUTUAL AFFILIATES VOTE SEVEN TO MAAC

ELECTION of seven new members to the Mutual Affiliates Advisory Committee was announced last week by Robert W. Carpenter, MBS director of station relations, who said the next fall meeting of the full, 14-man committee will be held in mid-November.

New officers for MAAC will be elected at that session. Retiring officers are Victor C. Diehm, WAZL Hazleton, Pa., chairman; Rex Howell, KFXJ Grand Junction, Colo., vice chairman, and Robert McRaney, WCBI Columbus, Miss., all of whom were among the seven committee members whose terms expired this year.

Formed in June 1951 by Mutual to develop stronger network-affiliate relationships and help assure continued growth of radio broadcasting, MAAC is composed of one metropolitan market representative and one non-metropolitan market representative from each of seven geographical districts.

Those chosen last week were elected in mail ballots sent to each Mutual affiliate by the accounting firm of Lybrand, Ross Bros. & Montgomery, New York. All from non-metropolitan markets and to assume office immediately, they are:

District I, Harold P. Kane, president, WJOC Jamestown, N. Y.; District II, Robert M. Wallace, president, WOHS Shelby, N. C.; District III, J. W. Betts, general manager, WFTM Maysville, Ky.; District IV, Ray Butterfield, general manager, WLOX Biloxi, Miss.; District V, George T. Frechette, general manager, WFHR Wisconsin Rapids, Wis.; District VI, Jack Hawkins, president, KIUN Pecos, Tex.; District VII, Ken Nybo, general manager, KBMY Billings, Mont.

The seven committee members whose terms expired this year are Chairman Diehm, Vice Chairman Howell; Secretary McRaney, and Wendell Mayes, KBWD Brownwood, Tex.; E. J. McKellar, KVOX Moorhead, Minn.; Hugh Potter, WOMI Owensboro, Ky., and Jack Younts, WEEB Southern Pines, N. C.

NBC-TV 'First Nighters'

NBC reported last week that NBC-TV affiliates throughout the country were planning "first night" treatment of the network's color television spectacular series, which was scheduled to begin last night (Sunday), 7:30-9 p.m. EDT. Typical of the opening night promotion set for "Satins and Spurs," first of the Sunday night series, produced by Max Liebman, was that planned by WKY-TV Oklahoma City, according to the network. The station issued engraved invitations to civic and business leaders to view the premiere on color sets in the WKY-TV studios and also presented "first nighters" with NBC-TV's "playbills" for the production. Other NBC-TV stations prepared for "Satins and Spurs," in which Betty Hutton was to make her tv debut, by showing ten-second kinescope trailers of the show.

Another plan designed to stimulate viewer interest is to send "audience promotion mailing pieces" giving pertinent data on color spectaculars to owners of RCA color receivers and to key distributors and dealers of color sets. NBC-TV's national audience promotion department already has mailed the first promotion piece on "Satins and Spurs," and this will be followed by one on the second spectacular, "Lady in the Dark," starring Ann Sothern, on Sept. 25. Similar promotional mailing pieces are planned for upcoming spectaculars.

Oppenheim Succeeds Jacobson As CBS-TV Dir. of Press Inf.

CHARLES OPPENHEIM, with CBS since 1948, succeeds David Jacobson, who has resigned as CBS-TV director of press information, Jack L. Van Volkenburg, CBS-TV president, announced last Wednesday.

MR. OPPENHEIM

Mr. Oppenheim has been administrative manager of advertising and sales promotion for CBS Radio for the past two years following his appointment as director of program promotion in 1949.

Mr. Jacobson, who was with CBS-TV for three years, has organized his own publicity office, Public Relations International. Before joining CBS-TV, Mr. Jacobson for six years was public relations supervisor at Young & Rubicam.

Mr. Oppenheim, prior to joining CBS, was promotion and publicity director of WINS New York and publicity director of WOR New York.

ABC Radio Expands News

EXPANSION of its weekend news package—22 five-minute newscasts each Saturday and Sunday—from a summertime to a year-around basis was announced last week by ABC Radio. The announcement noted that Vitamin Corp. of America had bought into the package for the period from the past weekend through Oct. 31 [B•T, Sept. 6] and said sponsors for periods after Oct. 31 will be announced later.

DuMont Signs WUSN-TV

SIGNING of WUSN-TV Charleston, S. C., as a DuMont Tv Network affiliate has been announced by Elmore B. Lyford, DuMont's director of station relations. The station, owned by Southern Broadcasting Co., licensee of WUSN, is expected to commence commercial operations on Sept. 25. It is on ch. 2.

"I got power"

But down in Northwest Alabama and Northeast Mississippi WERH dominates 14,695 square miles within its 0.1 MV/M contour.

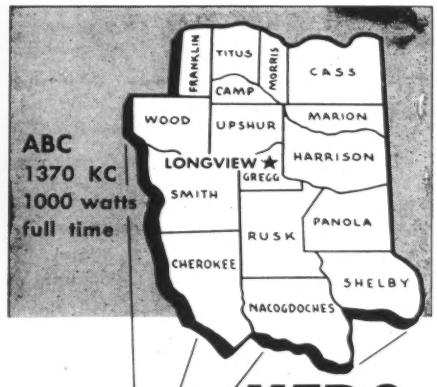
Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

WERH 5000 watts 970 KC

Regional representatives, Dora-Clayton Agency Mortgage Guaranty Building, Atlanta, Georgia.

National Representative: Hil F. Best Co.



KFRO

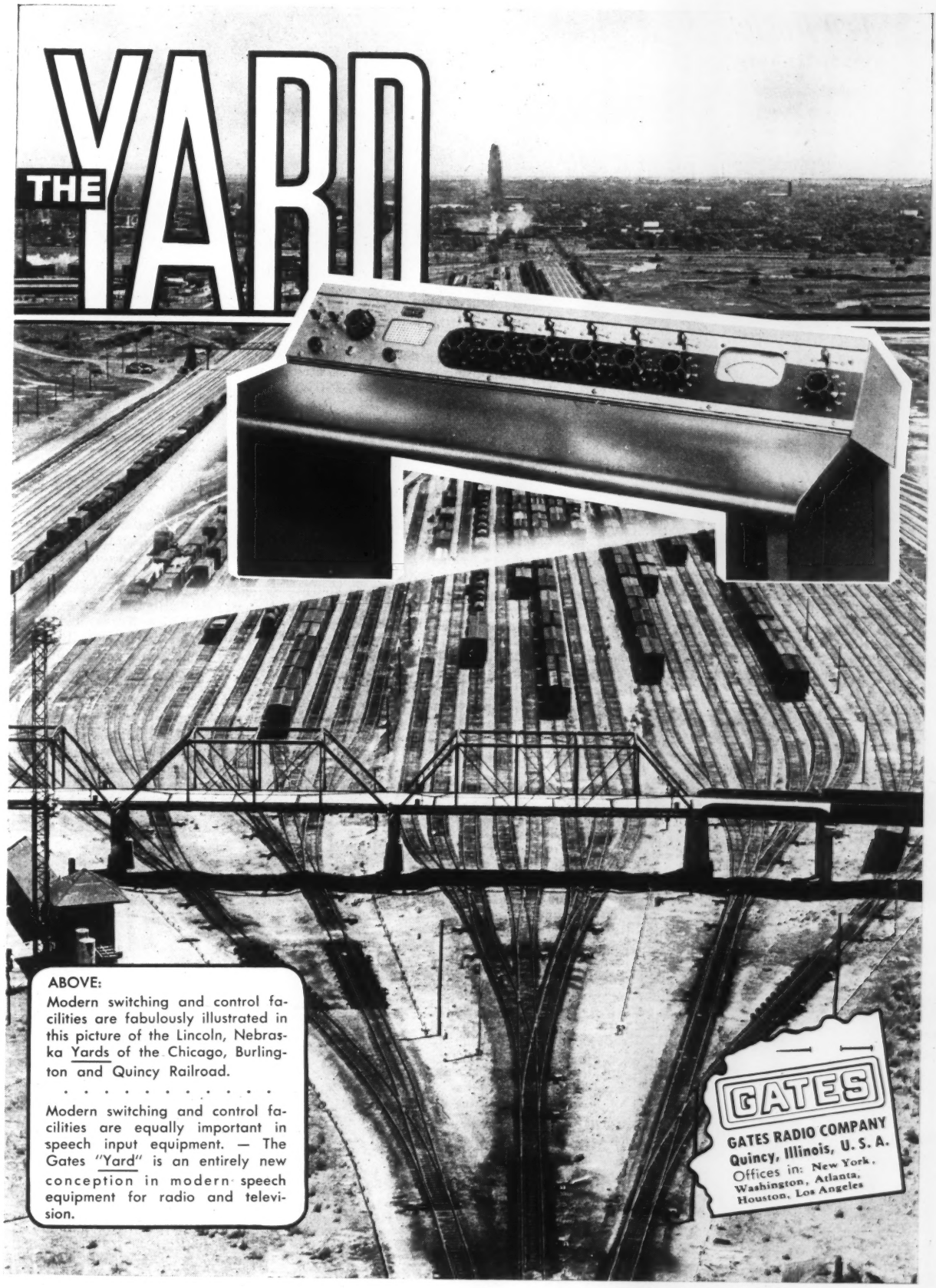
LONGVIEW TEXAS

Only 30 miles from vast new $80,000,000 Lone Star Steel mill.

Serving East Texas

James R. Curtis, President

THE YARD



ABOVE:
Modern switching and control facilities are fabulously illustrated in this picture of the Lincoln, Nebraska Yards of the Chicago, Burlington and Quincy Railroad.

. . . . . .

Modern switching and control facilities are equally important in speech input equipment. — The Gates "Yard" is an entirely new conception in modern speech equipment for radio and television.

GATES

GATES RADIO COMPANY
Quincy, Illinois, U. S. A.
Offices in: New York, Washington, Atlanta, Houston, Los Angeles

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
"Pin Up" Hit
DEVIL LIPS
RECORDED BY
THE VOICES THREE.....MGM
PEARL EDDY......"X"
PUBLISHED BY
VILLAGE MUSIC CO.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

MR. TAYLOR MR. BILBY MR. PINKHAM

NBC has announced the election of three new vice presidents [AT DEADLINE, Sept. 6]: Davidson Taylor, former director of public affairs, named vice president in charge of public affairs; Kenneth W. Bilby, representative of Carl Byoir & Assoc. Inc., named vice president in charge of public relations, and Richard A. R. Pinkham, director of participating programs, who now is vice president in charge of participating programs for NBC.

NBC-TV Lauds Entertainers

NBC-TV will present a special one-hour tribute to performers who have entertained troops overseas on Sept. 20 during its *Operation Entertainment* program (8-9 p.m. EDT). The program, which will be offered by the U. S. Armed Forces in conjunction with the American Federation of Television & Radio Artists, will be presided over by William Holden, Ronald Regan and Tyrone Power as masters of ceremony.

Among those who will appear on the show are Gen. Matthew B. Ridgway, chief of staff of the U. S. Army; George Meany, president of the American Federation of Labor, and entertainment personalities including Frank Sinatra, Danny Kaye, Ray Bolger, Dorothy McGuire, Ray Milland, Jack Carson, Keenan Wynn, Jerry Colonna, Jack Haley and Pat O'Brien.

Florida AT&T Link Opens

NEW 146-mile microwave system between Jacksonville and Orlando, Fla., has been opened for long-distance telephone service and eventually, when all 12 channels on the route are fully developed, will have a potential capacity for several television programs as well as hundreds of telephone circuits, AT&T's Long Lines Dept. announced last week. The Jacksonville-Orlando link is the first section of a projected route that eventually would extend to West Palm Beach.

Racing Network Ups Schedule

OPERATION of the Thoroughbred Broadcasting System, Louisville, Ky., will begin on Sept. 28, on a six-times-a-week basis, with a broadcast from Belmont Park, N. Y., according to an announcement by Clem McCarthy, president of the new network. Original operation called for tri-weekly operation [B•T, Aug. 9]. The revised schedule will not affect the talent charge to radio stations for the feature horse race presentations the network will offer.

AB-PT Declares Dividend

BOARD of directors of American Broadcasting-Paramount Theatres has declared dividends of 25 cents a share on outstanding preferred and 25 cents a share on outstanding common stock of the corporation, payable Oct. 20 to holders of record on Sept. 24, President Leonard H. Goldenson announced last week.

One Block Around World

ABC has hailed its star record player, Martin Block, as "disc jockey of the world." By today (Monday) the network announced, the *Martin Block Show* will be carried daily by the Armed Forces Radio Service' 72 stations to the Alaska area, the Caribbean area, Europe, Pacific area (including Korea, Japan, Midway, Hawaii, Australia, and all other Pacific spots where U S. troops are stationed), North Atlantic area (Labrador, Iceland, Goose Bay) and the Middle East (Tripoli to Dhahran).

All told, ABC estimated the show—a half-hour taped and excerpted version of the *Martin Block Show* carried from 2:35 to 4 p.m. on ABC Radio and also heard on Canadian stations—would be available to 90 million listeners overseas.

AM WEVD FM
4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power
Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Moore Named Director Of NBC Press Division

ELLIS MOORE, manager of business publicity for the NBC Press Dept., has been named director of that department [CLOSED CIRCUIT, Aug. 30], Sydney H. Eiges, vice president in charge of press and publicity, announced last week.

MR. MOORE

At the same time Mr. Eiges announced an expansion of the institutional activities of NBC's Dept. of Information under the supervision of Michael Horton, director of information.

Mr. Moore succeeds Richard T. Connelly, who resigned as director of the press department a few weeks ago to return to Young & Rubicam, New York, as assistant manager of the radio-tv department [B•T, Aug. 16].

Although no formal announcement had yet been made, Joe Derby, staff writer in the press department, was slated to succeed Mr. Moore as business publicity manager.

Krolick Named As NBC Expands Participating Dept.

EXPANSION of the scope of NBC's new Participating Programs Dept. to include one NBC Radio show as well as the three NBC-TV series sold under the participations plan was revealed last week. The network announced that Richard Krolick, former tv director for *Life* magazine, had joined the department as producer of the two-hour *Sunday with Garroway* radio show (Sun., 8-10 p.m. EDT).

Spokesmen said inclusion of *Sunday with Garroway* in the new department was "a natural." Aside from the fact that it is sold on the participations basis, its principal, Dave Garroway, is featured on NBC-TV's *Today*, participations-plan series, and advertisers on *Today* are being urged to add the Garroway Sunday program to their list. Other NBC Radio programs sold on a participations basis—*Weekend*, *Roadshow*, and Three Plan shows—have not yet been brought into the new department, spokesmen reported. The three tv shows in the department, set up early last month [B•T, Aug. 9], are *Home*, *Tonight*, and *Today*.

Mr. Krolick, who succeeds James Fleming as producer of the *Sunday with Garroway* program, during his tenure with *Life* produced *Inside Our Schools*, presented in 13 cities in cooperation with NBC; *We the People* for 13 weeks in 1952; *Life in New York* series over NBC's WNBT (TV) New York, and similar "Life in. . . ." programs over other stations.

Elmer Davis Named Consultant To Fund for the Republic

ELMER DAVIS, ABC news analyst and author, was appointed Thursday as a consultant to the Fund for The Republic, according to Robert M. Hutchins, president of the fund. Mr. Davis, a news analyst with ABC since 1945, was director of the Office of War Information during World War II and received the Medal of Merit for his service.

He also won the Peabody Award and the Overseas Press Club Award three times for his news broadcasts on current events. The Fund for The Republic, established in 1952 with a $15 million grant by the Ford Foundation, is an independent, non-profit corporation, founded to work for the preservation of freedom of thought, inquiry and expression in the U. S.

NETWORK PEOPLE

Joseph C. Cook, sales promotion manager, KSTP-AM-TV Minneapolis-St. Paul, to national audience promotion dept., NBC-TV, as network on-the-air promotion supervisor.

Harold C. Martin, news service manager, AT&T, Washington, to Mountain States Telephone & Telegraph Co., Denver, as assistant vice presi-

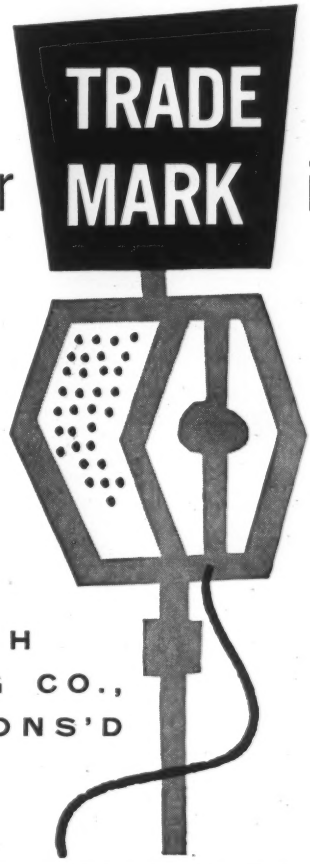
MR. FREEMAN MR. MARTIN

dent, public relations; **James M. Freeman,** public relations supervisor, AT&T, N. Y., succeeds Mr. Martin.

Bob Marx, formerly with John Guedel Productions, Hollywood, named manager network program promotion, CBS Radio, same city.

Richard Drummy, tv sales director, Edward Petry & Co., Dallas, to ABC-TV Pacific Coast

We pause for TRADE MARK identification



CHESEBROUGH MANUFACTURING CO., CONS'D

Even if it's in the script, please don't use the word 'Vaseline' alone.

'Vaseline' is the registered trade mark of the Chesebrough Manufacturing Co., Cons'd. It is *not* a synonym for petroleum jelly, but is the *brand* identifying an entire line of products.

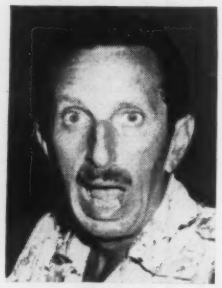
So whenever you use the word 'Vaseline,' please remember to use it together with the specific product it designates, such as 'Vaseline' Petroleum Jelly . . . 'Vaseline' Hair Tonic, etc. Thank you!

Regional Network, Hollywood, as sales manager.

Robert Carson, author and motion picture script writer, to CBS-TV, Hollywood, as producer-writer.

Johnny Carson, appearing this summer as m.c., *Earn Your Vacation,* CBS-TV, signed to contract by network as writer-performer.

Hilliard Marks, associate producer, CBS-TV *Jack Benny Show,* and producer, CBS Radio *Jack Benny Show,* assumes producer duties of tv version, succeeding **Ralph Levy,** producer-director, who will continue to direct except during two-month leave of absence.



AKUHEAD

Hal Lewis, disc m.c., KHON Honolulu, and known to Hawaii listeners as "J. Akuhead Pupule," signed to two-year contract by All Islands Radio Network for KGU Honolulu, KIPA Hilo, KMVI Maui and KTOH Kauai.

George Charles to NBC-TV's *Caesar's Hour* as associate producer; **Herb Andrew** to program as assistant director.

Johnny Grant, disc m.c., KMPC Hollywood, to NBC-TV, same city, as host-m.c. of West Coast program *7-to-8.*

James Mason, stage and motion picture star, signed as host, NBC-TV *Lux Video Theatre.*

David Broekman, radio, tv, motion picture and concert stage conductor, composer and arranger, signed to compose and conduct music for CBS-TV's *Best of Broadway* color series.

Bill Stern, sportscaster, to conduct quarter-hour broadcast over MBS before and after each 1954 World Series baseball game.

Jack Baker, assistant choreographer, NBC-TV *Saturday Night Revue,* signed as dance director for Republic Pictures' film, "Timber Jack."

Merriman H. Holtz, manager, cooperative programs and film sales, DuMont Tv, resigns with future plans to be announced later.

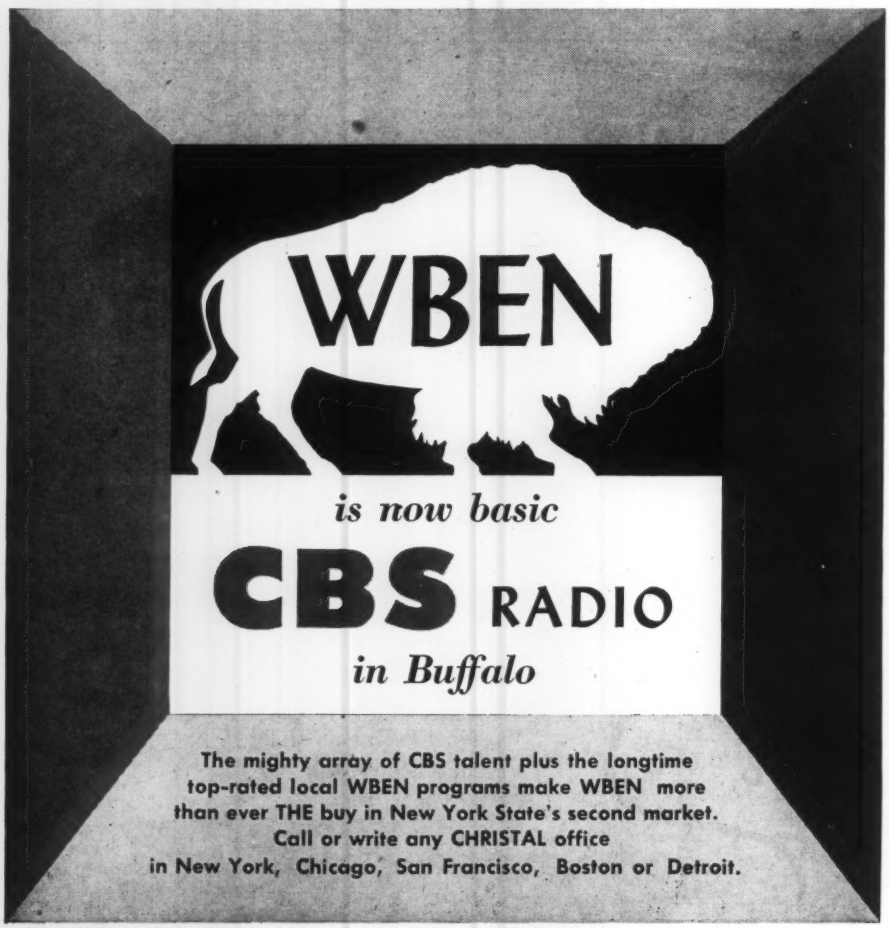
Tom Ward, Chicago publicity man for ABC-TV's *U. S. Steel Hour,* to teach journalism at Sheil Institute, same city.

Tom Harmon, sports director, Columbia Pacific Radio Network, Hollywood and former All-American football star, appointed to College Football Hall of Fame by honors court of National Committee.

Danny Thomas, star ABC-TV *Make Room for Daddy* film series, appointed honorary West Coast chairman, Save the Children Federation's doll contest, to provide Christmas dolls for needy children throughout world.

Bill Thompson, account executive, MBS mid-western operations, new member, Civitan Club of Chicago.

R. Meldrum Sewart, 75, credited with having designed equipment which daily for almost quarter-century has sent out "beep" time signals over Canadian radio networks, died Sept. 2.


WBEN
is now basic
CBS RADIO
in Buffalo
The mighty array of CBS talent plus the longtime top-rated local WBEN programs make WBEN more than ever THE buy in New York State's second market.
Call or write any CHRISTAL office
in New York, Chicago, San Francisco, Boston or Detroit.

RCA Color Caravan Sets National Tour

RCA plans to bring color tv to the public—not only via the airwaves but also on wheels. Charles M. Odorizzi, executive vice president, RCA corporate staff, said Wednesday a "color television caravan," complete with control room and technical equipment, is ready to roll on a nationwide tour to introduce the color medium to audiences at fairs, expositions and other large public gatherings.

The unit is equipped to produce on-the-spot programs and is contained within a specially-designed 32-foot trailer. Included are a quantity of color receivers, two color cameras, a tv film-scanner and microwave apparatus. It can originate any type of program, live or film, Mr. Odorizzi said.

The caravan will make its bow Sept. 25 when it rolls to a stop at the Mid-South Fair in Memphis. From there, the unit will continue on its cross-country trip and will be available to conventions, department stores and other business and service organizations in addition to fairs and exhibitions. A staff of engineers, technicians and program production experts has been assigned to the caravan. A color tv projector showing color on a 15-by-20 foot screen will be used.

According to Mr. Odorizzi, the caravan will mark "another important step in RCA's plans for the nation-wide introduction of color television." He said the mobile unit duplicates a similar caravan that toured more than 50,000 miles starting in 1947 to introduce black-and-white tv. Most programs will be originated by the unit and carried closed-circuit via cables to receivers. The caravan, however, also can "feed" color signals to a commercial tv station or to a network. Caravan supervisor is Richard H. Hooper, manager of RCA shows and exhibits (Camden N. J.), and the director is Julius Haber, RCA's director of community relations.

Hausman Claims Monochrome Sales Will Hold Their Own

BELIEF was expressed last week by Louis Hausman, vice president of CBS-Columbia, that there will be "as much black-and-white television receiver business as there will be color, at least for the next five years."

Mr. Hausman offered this opinion in New York at a showing of CBS-Columbia's three new large-screen color receivers [B•T, Sept. 6] and the company's new black-and-white "Century" series, with sweep tuning.

Mr. Hausman said his confidence in continued sale of black-and-white sets in the color era is based on the belief that the consumer who wants a television set and cannot afford a color receiver will buy a black-and-white model.

Admiral Announces Use Of Robot Equipment

ELECTRONICALLY - controlled automation equipment, comprising high-speed robot machines that assemble printed circuits equivalent to about one-half of a tv receiver chassis within mere seconds, was announced by Admiral Corp. last Wednesday.

John B. Huarisa, Admiral executive vice president, said development and use of these machines could mark a trend comparable to that generated by Henry Ford's moving chassis assembly line techniques over 40 years ago. Admiral has been working on printed circuits for television set usage in recent months as part of what it calls "automation." Hundreds of thousands of dollars were spent to put

automation into actual use.

With automation and robots, Admiral has been able to turn out, for the first time, a receiver with an aluminized 21-inch, 90-degree tube good for a 270-inch picture, with full 18-tube vertical chassis, at only $149.95. The company also has produced two vertical chassis table models with this method.

A 30-ft. long battery of machines has been built and installed by Admiral, with the result that resistors and wire jumpers can be fed automatically and a completely assembled printed circuit board turned out in a few seconds. Eight tubes are included in the section.

The robot machines feature printed circuit boards photo-etched and stamped in one of Admiral's 12 plants. Two other robot machines will be installed next year to supplement the one presently in use.

RCA Markets Accessories For Community Tv Systems

FIVE electronic accessories for community television systems, designed to increase and improve their service, have been placed on the market by RCA's Engineering Products Div.

They include a converter for transmitting uhf signals over vhf channels; a broadband sweep converter for alignment operations; a low-noise preamplifier for stepping up weak vhf signals; an Antenaplex crossover network for mixing and dividing low- and high-band vhf signals; an Antenaplex crossover network regulating the AC line voltage.

The uhf-to-vhf crystal controlled converter was said to eliminate the customary need for a separate converter or uhf tuner for each receiver in community-tv areas.

Individual brochures describing each of the new accessories are available from Engineering Products Div., RCA, Camden, N. J.

Collins Appoints Schinkel

MELVIN SCHINKEL, for the past four years director of industrial publications, Collins Radio Co., has been appointed advertising manager, it has been announced. Mr. Schinkel replaces Paul E. Condon, who resigned effective Sept. 1. The firm is located at Cedar Rapids, Iowa. Agency is W. D. Lyon Co., Cedar Rapids.

Watters Elected RCA V.P.

ALBERT F. WATTERS, director of Associated Company Operations for RCA International Div., has been elected vice president and operations manager of the division, Meade Brunet, vice president of RCA and managing director of RCA International Div., announced last week. Mr. Watters joined RCA in 1935 and served in various administrative posts in personnel and manufacturing before becoming director of Associated Company Operations for the international division last February.

Chapman to New RCA Post

APPOINTMENT of Hadley C. Chapman as vice president and manager of the Southern California branch of the RCA Victor Distributing Corp. was announced last week by Walter M. Norton, President. Ned A. Corbett was named to succeed Mr. Chapman as vice president and manager of the Chicago branch.

Transmitting Equipment

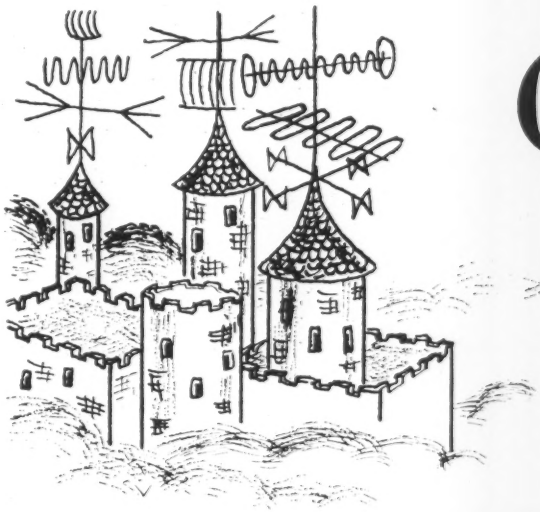
Station	Power	Band	Use
Transmitter Shipments			
Allen B. DuMont Labs			
WFMY-TV Greensboro, N.C.	25 kw	tv (ch. 5)	----------
Gates Radio Co.			
WTYN Tryon, N. C.	250 w	am	new station
KEBE Jacksonville, Fla.	250 w	am	replacement
KMDO Fort Scott, Kan.	500 w	am	new station
WWKY Winchester, Ky.	1 kw	am	new station
KTCB Malden, Mo.	1 kw	am	new station
CJGX Yorkton, Sask.	1 kw	am	replacement
WACR Columbus, Miss.	1 kw	am	power increase

OTHER EQUIPMENT: DuMont also has reported the shipment of Cinecon sections of Multi-scanners to WREX-TV Rockford, Ill. (ch. 13), and WNAM-TV Neenah, Wis. (ch. 42).

MANUFACTURING PEOPLE

Richard T. Orth, vice president, RCA, and general manager, tube div., Harrison, N. J., to Westinghouse Electric Corp., Pittsburgh, as vice president in charge of electronic tube division.

Austin Rising, vice president and sales manager, O. A. Sutton Corp., Wichita, Kan., appointed general manager, air conditioning dept., RCA, Camden, N. J.; **Walter B. Varnum,** broadcast equipment sales representative, engineering products div., RCA, appointed to newly-created post, manager of broadcast equipment sales of



Once upon a time in GREEN BAY PACKERLAND

Millionaires and mechanics who could afford tall antennas and super boosters used to overlord the Packerland peasants who couldn't see TV for snow. But in August 1954 white knights carrying the NBC banner rode throughout the area with great tidings: "Channel 11 is on the air! Now you can enjoy the programs of your choice!"

Now Packerland viewers with their $159.50 sets and rabbit ears tune to Channel 11 and smile smugly as the tall antennas come crashing to the ground. Everybody's watching for you to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION

MARINETTE -:- WISCONSIN

GREEN BAY: Phone HEmlock 5-9389

MILWAUKEE Phone WOodruff 4-3587

National Representatives

VENARD, RINTOUL & McCONNELL, Inc.

New York - Chicago - Los Angeles - San Francisco - Boston

RADIO NEWSREEL

MAYNARD SPEECE (l), farm service dir., WCCO Minneapolis-St. Paul, shows Roy Larsen, pres., Twin City Federal Savings & Loan Assn., copy of highway safety campaign instruction kit being sent county agents in tri-state area. Also cooperating in station's summerlong drive are agricultural extension services of Minnesota, South Dakota and Wisconsin, Northeast Ford Dealers and Twin City.

BINAURAL broadcasts on WXYZ-AM-FM Detroit are discussed in front of a Magnecord binaural tape machine by (l to r) Hal Neal, WXYZ dir. of radio sales; Kermit Lagman, sls. mgr., Palace Model Laundry, sponsor of Saturday afternoon binaural broadcasts; Joseph Caruso, agency representative for laundry; H. E. McKnight, Palace president.

LAUNCHING *Richfield Reporter* for 24th year, renewal for six times weekly quarter hour on 23 NBC Radio outlets in West is completed by (l to r): seated, Kai Jorgensen, vice pres., Hixon & Jorgensen, Richfield agency; John K. West, vice pres., NBC Pacific Div.; Fred M. Jordan, Richfield adv.-prom. mgr.; standing, Leon Thamer, agency acct. exec., and John Williams, mgr., network sls., NBC Pacific Div.

SOCIETY For Savings, mutual savings bank, arranges for co-sponsorship of *Kiddie Corner*, six mornings a week, and *Good Evening, Good Music*, seven evenings a week, on WCCC Hartford. L to r: seated Charles Lyons, sponsor pres., and William M. Savitt, WCCC pres.; standing, Ivor Hugh, kiddie show m. c., and Ralph H. Klein, WCCC manager

division; **J. Edgar Hill,** broadcast equipment sales representative, appointed manager, northern broadcast field sales; **John Almen,** formerly in broadcast engineering section, succeeds Mr. Varnum; **Joseph P. Ulasewicz,** broadcast equipment home office sales group, succeeds Mr. Hill.

William A. Gothard appointed president and general manager, Gothard Mfg. Co. (DC equipment), Chicago.

MR. GOTHARD

Albert J. Frankel, purchasing agent, CBS-Columbia Inc., N. Y., appointed vice president in charge of purchases.

Charles W. Bowden Jr., chemical industry sales manager, market extension div., industrial div., Minneapolis-Honeywell Regulator Co., Minneapolis, appointed manager of division.

Dudley M. Day, secretary, Federal Telecommunications Labs, N. Y. div., International Telephone & Telegraph Corp., same city, and counsel IT&T, appointed secretary-treasurer, FTL.

Seymour Reich, tv service manager, New York div., Zenith Radio Corp., Chicago, appointed general service manager of division.

MR. REICH

Frank Adams, ORRadio Industries Inc., Opelika, Ala., appointed sales manager mid-Atlantic div., headquartered in Philadelphia.

Tom Blackburne to Transicoil Corp. (control system components and assemblies), N. Y., as engineering sales representative for New England states, headquartered in Hartford, Conn.

Robert Finlay, communications equipment line factory representative for Maryland, New Jersey, Delaware, Virginia, Washington, D. C., and eastern Pennsylvania, Hallicrafters Co., Chicago, additionally appointed to metropolitan New York area.

Everett E. Leedom, formerly with Acme Steel Co., Chicago, to Electro-Voice Inc. (electro-acoustic products), Buchanan, Mich., as advertising manager.

MR. LEEDOM

Theodore Rossman appointed industrial sales manager, Pentron Corp. (tape recorders), Chicago.

Irwin M. Koenigsberg, manager, purchasing dept., Emerson Radio & Phonograph Corp., N. Y., appointed director of purchases.

John D. van der Veer, manager, initial equipment electron tube sales, Tung-Sol Electric Co., Newark, N. J., appointed assistant general sales manager of company.

J. L. Albers appointed distribution manager, Capehart-Farnsworth Co., Fort Wayne, Ind.

L. T. Lincoln, sales engineer, Carl A. Stone Assoc. Inc., L. A., to general apparatus dept., Union Switch & Signal, Swissvale, Pa., div. of Westinghouse Air Brake Co., Wilmerdale, Pa., in same capacity for West Coast area, headquartered in Los Angeles.

L. F. Hickernell, chief engineer, Anaconda Wire & Cable Co., Hastings-on-Hudson, N. Y., appointed chairman, Committee on Planning & Coordination, American Institute of Electrical Engineers.

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., N. Y., elected to board of trustees, Long Island U.

MANUFACTURING SHORTS

Electrovert Inc., N. Y., introducing new line of Austrian manufactured microphones to American market including: 60 K omnidirectional dynamic pressure receiver coil type studio microphone with aperidoic spherical response characteristic and uniform sensitivity over 50-15,000 c.p.s. frequency range, intended for high fidelity reproduction electro-acoustical installations; D 20 cardioid dynamic high fidelity microphone, employing single transducer only and incorporating one moving coil and one diaphragm; D 25 cardioid dynamic microphone, identical to D 20 cardioid dynamic microphone except being shock mounted in cage for studio booms; C 12 polydirectional condenser microphone with remote controlled directional characteristics; D 10 omnidirectional microphone incorporating high grade transformer which transforms m.c. impedance of 60 ohms to value of 40,000 ohms; D 11 cardioid microphone designed to cut down reverberation of room or extraneous interfering noises, such as suppression of projection noise in magnetic track sound-on-film recordings and D 36 dynamic microphone with eight remote controlled directional patterns (2 cardioids, 1 omnidirectional pattern, 1 bidirectional pattern and 4 intermediate patterns, among which are 2 hypher cardioids), all having rotational symmetry and selectable and adjustable during sound receiving without switching noise, according to company.

Electronic Tube Corp., Phila., announces six-channel oscilloscope for automatic analysis of dynamic stress and strain.

Sorensen & Co., Stamford, Conn., announces tubeless magnetic amplifier d.c. supply.

Eastman Kodak Co., Rochester, N. Y., announces development of two high-speed movie films, designed for use under extremely poor lighting conditions.

RCA tube div., Harrison, N. J., announces revised edition of *RCA Receiving Tube Manual,* providing basic technical information on more than 500 entertainment-type electron tubes used in radio, tv and sound equipment. Firm's engineering products div., Camden, N. J., announces five electronic accessories: converter for transmitting uhf signals over vhf channels; broadband sweep converter; low-noise preamplifier; Antennaplex vhf crossover network and voltage regulator.

Sylvania Electric Products Inc., N. Y., announces two 21-inch, aluminized, all-glass, 72° deflection, rectangular tv picture tubes being offered to manufacturers for experimental use.

CBS-Hytron, Danvers, Mass., announces two spherical-face, rectangular, 90° deflection, direct-view, all-glass picture tubes, models 21ALP4 and 21ALP4A.

BROADCASTING

TELECASTING

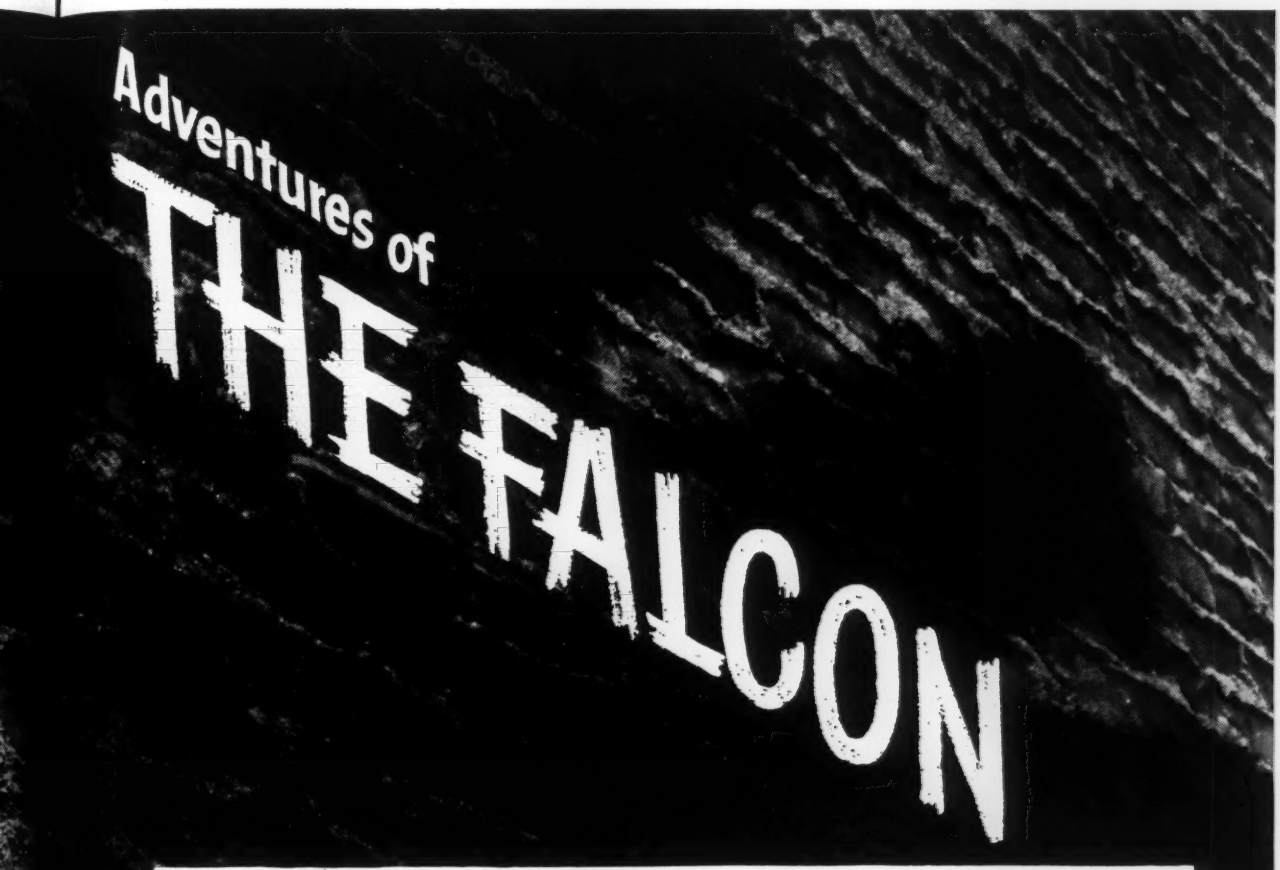
telecast

FILM FEATURE SECTION

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota



39 REASONS WHY THIS IS THE HOTTEST SHOW SINCE DRAGNET

Each of these 39 half hour films packs trigger fast action, set in exciting locales all over the world. Charles McGraw, as THE FALCON (an undercover intelligence agent for the government) is being hailed as TV's greatest personality since Jack Webb. No wonder everyone who sees "THE FALCON" agrees that it's a startlingly new and exciting experience in television mystery-adventure.

TITLE	LOCALE
Backlash	Macao
A Very Dangerous Bedfellow	An Iron Curtain Country
A Drug On The Market	Vienna
Case of the Babbling Brook	London
The Furious Lady	Berlin
The Picture in the Case	Rome
Borderline Case	Germany
The Case of the Lonely Hunter	Cairo
Tangiers Finale	Tangiers
Out of All Evil	Rome
Double Identity	London and North France
Decision in Red	Paris
Rocky's Asylum	Capetta, Italy
Deadly Welcome	Atlantic Ocean en route to U.S.
The Case of the Big Heist	New York
Kiss Me Not	A City in the U.S.
The Wheel of Fortune	Chicago
The Baby Sitter	New Jersey
The 4.98 Buddha	San Francisco
Murder With HiFi	Any big U.S. city

TITLE	LOCALE
The Invisible Destroyer	Arizona
False Faces	Florida
The Golden Phoney	Los Angeles
Case of the Guilty Stamps	New York
Eyes In My Back	A prison in U.S.
Paper Finger	Los Angeles
Small Hotel	U.S. City
The Blonde Bomber	Miami
Target	Honolulu
The Reckoning	Denver
The Big Break	A Prison in U.S.
Green Means Danger	Railroad train in the U.S.
Snake Eyes	Las Vegas
Hot Cargo	Chicago
Rare Editions	New York
Reunion	New Orleans
Grab-Bag	San Diego
The Stevedore Kid	New York Docks
Buried Treasure	Washington Pentagon

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NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

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IN CANADA: RCA Victor, 225 Mutual St. — Toronto • 1551 Bishop St. — Montreal

RERUN PAYMENTS: ACTORS LOVE 'EM

A STATUS REPORT ON WHAT RESIDUAL FEES MEAN TO TELEVISION

By Leo Kovner

THE LIFE of ease for the tv film actor, broken only by trips to the bank to cash his residual payment checks for video films he made years ago, is still a dream, most tv observers agree.

For one thing, residual payments in any appreciable amount have been received only since last December, according to the Screen Actors Guild, which has jurisdiction over tv film, and acts as collection and disbursing agency to actors for payments from producers and advertising agencies.

Payments for film shot especially for tv are the result of a contract between SAG, leading independent producers and the Alliance of Tv Film Producers made in July 1952. It applies only to films made since that date, which are just reaching third and fourth run.

Briefly, the contract provides that actors be paid for runs subsequent to the first two in each market, which the producer gets for his initial salary payments. For the third and fourth runs, he must pay the actor an additional 50% of his basic minimum salary; for the fifth run, another 25%, and for the sixth, the last run covered by the contract, an additional and final 25%.

The basic premise that the player is entitled to additional compensation for subsequent tv performances was decided as a side issue during 1948 negotiations between SAG and the major studios. These studios, then and now, have held the position they will not release their product to tv, so they were quite willing to grant the actor an adjustment for showings they didn't intend to permit.

However, independent studios were not covered by this contract and especially independent Monogram Pictures (now Allied Artists Pictures) were willing to sell their old product to video. The major studio provision was then written into the Monogram contract, which has served as the basis for all such feature film showings since.

The contract provides that actors appearing in pictures released before August 1948 are not entitled to further pay; those in pictures released since that date receive either 12½% or 15% of their original salaries, depending on whether the feature grosses less or more than $20,000 on tv.

However, by far the lushest residual crop for the tv player lies in the filmed commercial, both program and spot. Actors may decry the lack of emotional satisfaction in selling soap, but they look with great favor on the checks these commercials produce for months, sometimes years, afterward.

Apparently, fortune has favored some under the present standard SAG contract established one and one-half years ago and to which 350 agencies and film producers adhere. One report tells of an actor who finished his shooting stint in 15 minutes and in the following six months received a total of $2500. He called to thank the agency, and was informed that the agency intended to use the spot for another six months and he could expect another $2500.

However, this is an isolated case, Guild executives say, and usually results when the agency is engaged in an intensive program and spot announcement campaign.

Basically, minimum payments are computed on city use. Class A commercials involve 20 or more cities. (For purposes of computing, Los Angeles, Chicago and New York each constitutes the equivalent of seven cities. Any two used in a campaign constitute the equivalent of 20 cities). Class B use consists of from six to 19 cities and Class C, from one to five cities.

A single actor making a spot announcement before camera receives $70 for 13-week Class C use, plus $35 for each 13-week renewal; $105 for each 13-week Class B use; and $140 for each 13-week Class A use. Off-camera voice payments are halved.

Program commercials run higher, with a single on-camera player receiving $105 for each 13-week Class C use, or $185 with a 26-week guarantee; $140 for each 13-week Class B use; and $70 for a single Class A use, plus an additional $50 for each individual reuse, or $150 if three uses are guaranteed within three weeks, or $350 if eight uses are guaranteed within 13 weeks. Off-camera voices receive approximately 2/3 the on-camera rates.

If the same commercial appears on both programs and spots, both rates apply.

Additionally, the actor has the privilege of killing further use of the commercial after 18 months. At that time the agency must ask his consent for continued use. However, SAG explains as an example, the player may have established himself as a dramatic actor in the meantime and may not care to have his face associated with, for example, corn flakes or a deodorant.

This applies as well to the indivdual who appears as part of a group in a commercial. In this case the agency has 24 months before it must approach all members of the group to gain their unanimous approval to continue use of the commercial. Should one member decline, the commercial must be abandoned.

Commenting on residual payments to players in tv commercials, John Gaunt, radio-tv director, Grant Advertising Inc., Hollywood, said, "Some industry disagreement exists as to the fairness of the present system of 'work session' and 'use' payments to players for filmed tv commercials.

"Some contend with SAG that an actor who demonstrates and convincingly 'sells' a product on a regularly repeated commercial tends to become identified with that product. To the extent he does, so is he less interesting to employers as a salesman of other products—especially competitive ones—and his employment opportunities are reduced. Consequently, he should be well paid by the product to which he has 'committed' his personality.

"Others in the industry feel that—except in the case of a star endorsement, or an oft-repeated 'hard-sell' commercial — the public doesn't identify a performer with a product at all, so non-name actors are paid a salary disproportionate to that of other production workers.

"Whatever his views in the matter, there's one point on which all agency men agree: the administration and bookkeeping neces-

sary to the present system of 'use' payments is a time-gobbling headache."

Increasingly, players are embracing a concept of property rights in their roles. Don Haggerty, star of the CBS-TV *Files of Jeffrey Jones,* and Tris Coffin, prominent tv and motion picture actor, explain as long-time tv film players, "We want something like the ASCAP setup. We want residuals to be something like an annuity."

Both appeared on tv during its formative stages and have continued as performers since. They regard residuals as a new factor in their professional income. Since neither lays claim to clairvoyance, they hesitate to estimate how much of their future income will come from post-payments for previous roles, since they have no way of knowing which series will achieve enough popularity to insure third and fourth runs.

"We're all learning," says Mr. Haggerty. "I'm able to negotiate more satisfactory terms to my contract because of my past mistakes."

One such mistake, in Mr. Haggerty's view, was his failure to secure additional payment for program commercials in which he appeared for *Jeffrey Jones.* If a series is successful, "the star makes more money from the commercial than from the program," he admits.

Present residual schedules, negotiated when there were only 80 tv stations on the air and perhaps 10 film series, are in urgent need of adjustment, in the opinion of Mr. Coffin. "The Guild made many concessions to the producers in video's infancy," he says. "They had little realization of how big or fast it would grow. The top SAG officers were big or near-big motion picture names, usually under contract to studios or producers who, at that time, had no intention of permitting tv appearances. Now that many top names have entered tv, they have a lively interest in its problems and future contract negotiations will show this."

Both SAG tv administrator Kenneth Thomson and field representative Douglas Smithers point out that many of these prominent names are not interested in tv residuals as such. Instead, they prefer a straight percentage-of-the-profits deal as part of their compensation. Outside of seeing that minimum standards are observed, SAG does not enter the picture in these deals.

However, other personalities who entered video film in its infancy—such as Edmund Lowe of the syndicated *Front Page Detective*—pioneered in residual payments before SAG entered the field because of the drawing power of their names. Some reportedly are still living comfortably off the periodic pay checks they receive for continuing showings of series made years ago.

But tv has created its own stars, as Mr. Haggerty can testify. In 1948, shortly after he appeared in the live NBC-TV *Mr. and Mrs. North,* first play televised in New York, he was starred in CBS-TV *Cases of Eddie Drake,* second tv series filmed. However, both *Eddie Drake* and the first 26 segments of *Jeffrey Jones* were filmed prior to the SAG agreement date and as one of tv's newer stars, Mr. Haggerty was unable to negotiate any residual deal himself.

While grateful to CBS, he does regret the absence of the comforting checks every time he sees a rerun of one of his old films.

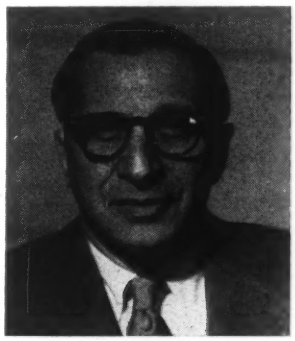
Neither he nor Mr. Coffin have, as yet, received any residual payments from SAG, but they expect some shortly, with start of repeat runs of covered series. SAG told B•T that over $76,000 had been collected and disbursed to its members to August of this year. This figure includes all types of payments, including tv and feature films and tv commercials. It does not include certain pre-shooting arrangements increasingly popular among some producers. The producer agrees to pay the player his original salary, plus part or all of his residual rights, in one lump sum in advance to avoid bookkeeping headaches.

The $76,000 figure is a short range one and is probably not indicative of future residual payments, SAG warns, when newer series reach repeat runs and older feature films drop out of circulation. Again, Mr. Thomson points out, the major studios, with their larger talent budgets, would mean larger residual payments should their product be released to tv. When and if this happens, they would have to renegotiate their contracts with SAG and residual payments to the actors would undoubtedly play an important part in such discussions.

At present, residuals are possible only

film maker

LEON FROMKESS



A PRODUCT of Wall Street, Leon Fromkess entered the film industry in 1929 when he handled the refinancing of Columbia Pictures. Now executive producer for Television Programs of America, he seems a far cry from the New York City youth who had planned to become a stockbroker.

After graduating from Columbia U. in 1926, Mr. Fromkess worked for Bernard Scholle, international banking house, which association led him to Columbia Pictures. There he remained in an overall executive capacity until 1937.

Mr. Fromkess was instrumental in forming Monogram Pictures (now Allied Artists), later serving as treasurer and coordinator of distribution and production. Two years later, in 1939, he organized PRC Pictures (later Eagle-Lion) and as president made approximately 220 pictures. He joined forces with Samuel Goldwyn in 1945 as vice president in charge of production, spending the next five years associated with making such features as "Best Years of Our Lives," "Bishop's Wife" and "Foolish Heart."

Believing in "moving with the tide," it was only natural for Mr. Fromkess to enter tv. He took a trial run in 1950 with MCA, in charge of Revue Productions. The following year he formed Arrow Productions and in his usual methodical manner set up filming for *Ramar of the Jungle.*

In 1953, Milton Gordon and Edward Small, president and vice president, respectively, of TPA, bought into Arrow as partners and Mr. Fromkess assumed his current position with TPA.

With separate corporations for each series, Mr. Fromkess also serves as vice president and executive producer of Norvin Productions, formed in 1953 to make *Adventures of Ellery Queen,* and Hall Productions, formed last spring to film *Halls of Ivy.*

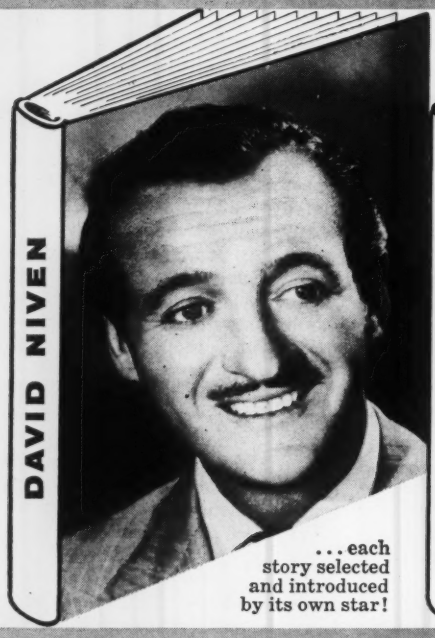
Mr. Fromkess, who guides a maximum amount of production with a seemingly minimum amount of tension, has completed 52 *Ramar* half-hours, currently seen in 164 markets, and plans an additional 26 to start in January. *Ellery Queen,* with the first 32 in the can and more scheduled for next year, was recently put into syndication and is set in 47 markets. *Ivy* starts Oct. 17 on CBS-TV for International Harvester and National Biscuit. There will be 30 of the Ronald Colman-Benita Hume films shot by January. As supervisor of production on *Lassie,* which is being filmed by Robert Maxwell Assoc. and will start in October on CBS-TV for Campbell Soup, he reports 18 of the first 26 films are completed.

Always in the market for good series, Mr. Fromkess is preparing three under Edward Small Productions banner. Aimed at a late September starting date is *Tugboat Annie,* and in October *Robin Hood* is scheduled to go before the cameras. *Genie Inc.,* an original comedy, has been assigned to writer Mary McCall Jr. to develop.

Despite his varied series, he is not shooting in color because he is strongly opposed to that practice at the current time. Though disliking to make predictions, he believes color is at least two to three years away commercially and that a product shot today in color will be obsolete as far as quality is concerned.

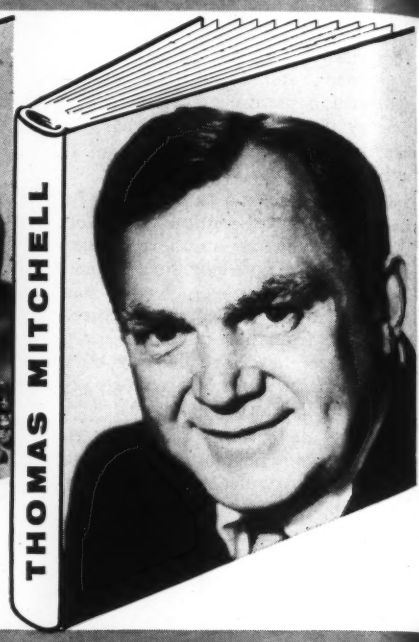
Operating on the premise that viewers will not accept "old hat" footage for *Ramar,* Mr. Fromkess secures new background and action shots, close-ups, stampedes, and the like from hunter-cameramen on the scene in Africa. The quiet-spoken producer also films much of the adventure series on stage. Declaring "lions are easy" (the only problem with the photogenic Jackie, it seems, is that he licks faces), Mr. Fromkess declares that black panthers are truly cats of another color. A recent attempt to photograph one in a jump took almost six hours.

In view of such excitement connected with film making, Mr. Fromkess considers business his hobby. He and his wife, Rita, make their home in Beverly Hills. Daughter Maxine, 24, was active in the business end of her father's activities until her marriage.



. . . each story selected and introduced by its own star!

. . . stories from the works of celebrated writers!

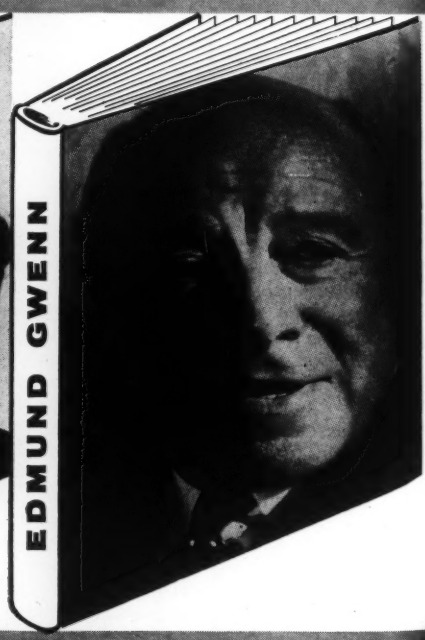


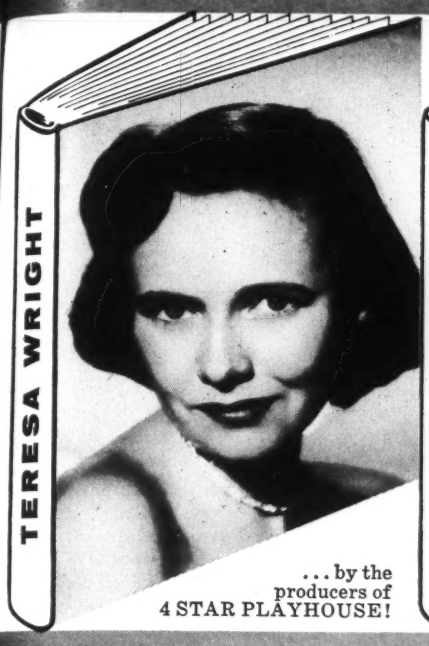
39 BRAND NEW FIRST RUN 1/2 HOUR TV FILMS

The Star and the

Setting a new standard of excellence for local and regional Sponsors

. . . and many, many more top Hollywood names . . . Judith Anderson . . . Keefe Brasselle . . . Stephen McNally!





... by the producers of 4 STAR PLAYHOUSE!

... included are 13 tales by Somerset Maugham!

Story

DON W. SHARPE, Executive Producer
Warren Lewis, Producer

OFFICIAL FILMS, INC.

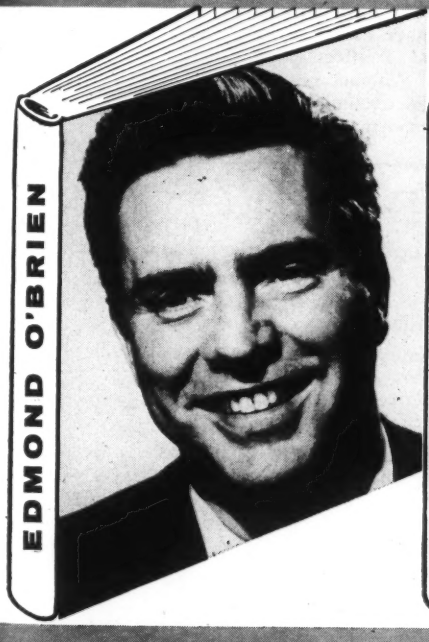
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

FLASH! Bought by Liebmann Breweries for California, New York City, New Haven and Binghamton!



CAPITAL FILM LABORATORIES, INC.
Formerly McGeary-Smith Laboratories, Incorporated
1905 Fairview Ave., N.E., Washington 2, D.C.
Lawrence 6-4634
Capital offers the creative producer the finest in motion picture laboratory facilities . . .
Sound Stage
Editorial
RCA-Sound
Processing
Printing

with independent pictures, with their comparatively light acting budgets. An average western star receives approximately $2,500 to $5,000 per picture. When one of these pictures is released to tv, he gets about $700, which covers the first two showings in any number of markets in the U. S. For additional showings, he is paid on a sliding downward scale. Since such stars usually appeared in a series of from eight to ten pictures, this all adds up to a respectable sum.

Tv film salaries are growing higher as well, reports Mr. Thomson. However, a trend is growing among some stars to take a lower initial salary, with provision for a steady income from residuals, he notes. One such tv star recently signed a contract providing for initial payment of $2,250 an episode, plus payment of $500 for every subsequent showing after the first, "forever."

Both feature film and tv film producers are responsible to SAG for reporting correctly and paying for each station use provided for under their contracts. Generally, the station reports uses to the distributor, who passes on the information to the producer, who files the required forms and submits payment for distribution to SAG. Producers have complained they need up to 13 weeks to gather and submit this information, but SAG claims one month is sufficient.

Actors themselves play an important role in policing their tv appearances. Apparently they have become avid tv viewers because Guild officials are constantly bombarded with calls complaining that the actor has seen himself for the umpteenth time on this station and when does he get paid?

If they are watching theatrical releases which were repossessed by banks and later sold to tv, there is no contractual arrangement to collect residuals in such cases, SAG regretfully tells them.

Tv film commercials offer SAG the least collection trouble. Current practice is that the agency, for the advertiser, will purchase a commercial from the producer after shooting is completed. The agency thus assumes responsibility for reporting uses and paying residuals to SAG. Payment is usually prompt and the union's feeling can be summed up as "Y & R isn't going to cheat you."

Most agencies have signed letters of adherance with SAG, stipulating they will meet Guild requirements in showing tv film commercials. The actor's union says these requirements have had some adverse affect on smaller agencies, but general opinion in advertising circles is, "We can live with it."

RESIDUAL payments from the filmed program commercials alone of CBS-TV's *Files of Jeffrey Jones series* would have brought more income to star Don Haggerty than his salary and residuals, were such a provision in his contract.

"They may hire less actors, but employment is not the major factor in the cost of tv commercials. Time costs rank first," says SAG field representative Smithers.

With contract negotiations scheduled to reopen next year, both with majors and independents, that tv residual payments will play a major part in the talks is a foregone conclusion. Another factor to watch will be what residual arrangements major studios will ask. It could well indicate whether or when they will release their stored pictures to tv.

Tv producers generally are reluctant to discuss the residual question. One said: "I'm not going to stick my neck out. We've made the agreement and we're living up to it. It affects costs, but we get along."

Whether he will say the same thing after the upcoming negotiations seems to be the important question in Hollywood.

FRACTURED VIDEO

HARDLY a month goes by without some serious mind in the television business compiling a glossary of tv's new and growing language. The latest compilation is by Bruce F. Anderson, radio program manager of WMT Cedar Rapids, Iowa, but he takes a lighter approach. Herewith some samples of television talk in the manner of Mr. Anderson:

Film Clip: Practice of bilking television stations with inferior movies.

Flip Board: Informal society of sales personnel; name derives from expression: "Let's flip for the coffee."

I.D.: Abbreviation for intestinal disorder; *i.e.,* ulcer.

I.D. Card: Employe who jokes about ulcers.

Lap Dissolve: Instruction to seated actor; as, "Get up."

Mike Shadow: Affectionate name for tv detective.

Teleprompter: Viewer who notifies advertiser when somebody goofs.

Tight Closeup: refers to performer who appears crocked at close range.

Panning: Objective appraisal of tv program by radio personnel.

Feature Film: Three Mexicans shaking gourds in unison.

Flash Back: Reaction of sales person who has been notified at lunch of a prospective advertiser waiting at the office.

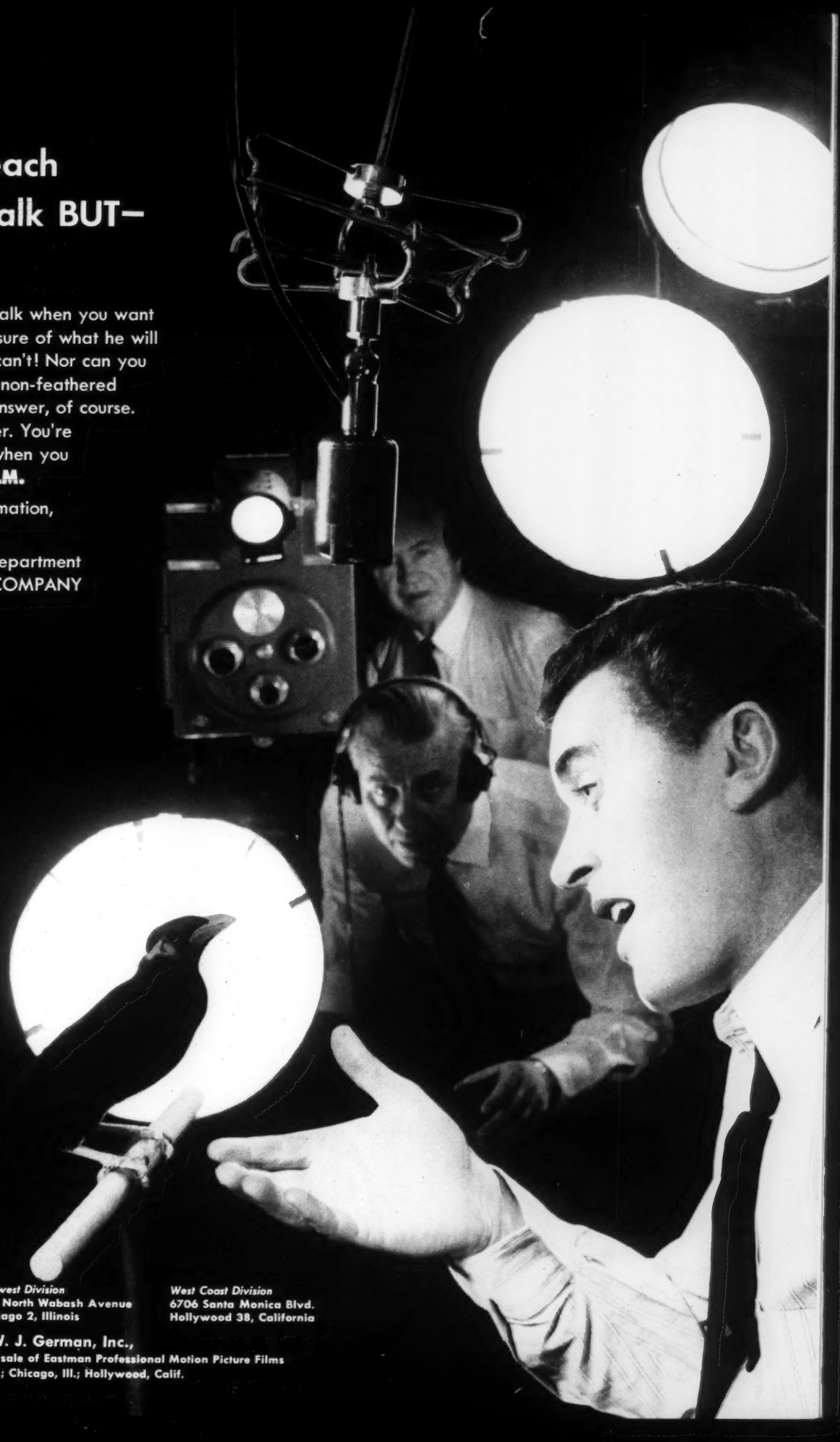
Rear Screen Projection: Sprung look acquired by overworked prop men.

You can teach a bird to talk BUT—

Can you make him talk when you want him to? Can you be sure of what he will say? Of course you can't! Nor can you be sure with a lot of non-feathered "birds"! There's an answer, of course. A simple, easy answer. You're sure—and safe . . . when you **USE EASTMAN FILM.**

For complete information, write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or W. J. German, Inc.,
Agents for the distribution and sale of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

THE FIRST TOP RATED
AVAILABLE FOR LOCAL ORE

ON FILM! ALL

EXTRA POWER IN YOUR SALES PROGRAM!

Co-ordinated promotion with local offices of the public agencies featured in this series can give your product the broadest kind of tie-in with the "Man Behind The Badge" in your community!

MCA-TV Ltd

Contact your MCA-TV office TODAY!

NEW YORK: 598 Madison Avenue
BEVERLY HILLS: 9370 Santa Monica Blvd.
ATLANTA: 515 Glenn Building
BOSTON: 45 Newbury Street
CHICAGO: 430 North Michigan Avenue
CLEVELAND: 1172 Union Commerce Bldg.
CINCINNATI: 3790 Gardner Avenue
DALLAS: 2102 North Akard Street
DETROIT: 837 Book Tower
SAN FRANCISCO: 105 Montgomery Street
SEATTLE: 715 10th North
ROANOKE: 3110 Yardley Dr., NW
NEW ORLEANS: 42 Allard Blvd.
SALT LAKE CITY: 727 McClellan Street
CANADA: 111 Richmond Street, Toronto, Ontario

ENETWORK TV SHOW
OREGIONAL SPONSORSHIP

M! ALL NEW HALF HOUR DRAMAS, MADE EXPRESSLY FOR TV

EACH WEEK, THRILLING, TRUE-LIFE MELODRAMAS DONE IN DOCUMENTARY STYLE.

All the facts taken from files of police, fire, and treasury departments, postal service, sheriffs' offices and many other agencies dedicated to public service throughout the country. Each episode a new drama that appeals to every member of the family!

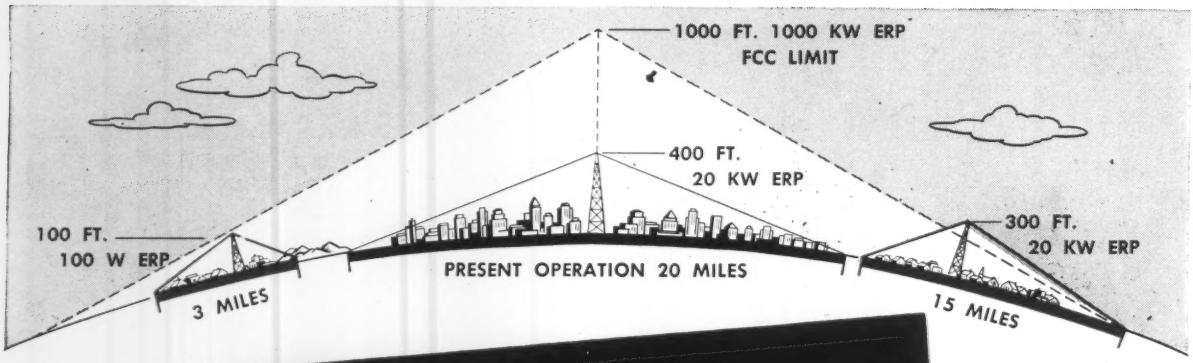
Produced by **BERNARD J. PROCKTER,** the man behind "T-Men in Action," "Big Story," "Playhouse 15," and many other top TV shows!

THE BADGE

YOUR HOST AND NARRATOR,

CHARLES BICKFORD

You get added prestige and impact with this distinguished star of stage and screen doing the tribute to the "Man Behind The Badge" for you each week.



FILL IN OR EXTEND YOUR CLASS A AREA with GPL SATELLITE EQUIPMENT

• With the relaxation of operational requirements for certain types of TV stations, it is now possible to doctor your service pattern . . . to extend your Class A contour, gain a bigger audience, a stronger market for both local and network sales.

To cover that nearby community with an additional slave transmitter operated as a *Special Service Authorization**; use GPL CONTINENTAL low-powered UHF equipment: 100 W to 1 KW. This equipment is offered as a complete package, including off-the-air receiver, transmitter and antenna plus associated video items.

Holes in the UHF pattern can be brought up to par by additional low-powered radiation in an *On-Channel Satellite** operation. For this, GPL offers Adler Communications Laboratories equipment: Models UST-10 or UST-100.

Contact GPL regional representatives for analysis and recommendations to solve your special problem.

*Nomenclature under consideration by FCC as recommended by RETMA.

PHONE, WIRE OR WRITE THESE GPL REGIONAL OFFICES:

R. H. Johnston
188 West Randolph Street
Chicago, Illinois
Dearborn 2-6453

W. M. Witty
4212 S. Buckner Boulevard
Dallas, Texas
Evergreen 1137

E. J. Manzo
992 West Peachtree Street, N.W.
Atlanta, Georgia
Emerson 6831

J. M. Cunningham
1607 Flower Street
Glendale, California
Chapman 5-6046

N. M. Marshall
63 Bedford Road
Pleasantville, New York
Pleasantville 2-2000

GPL

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

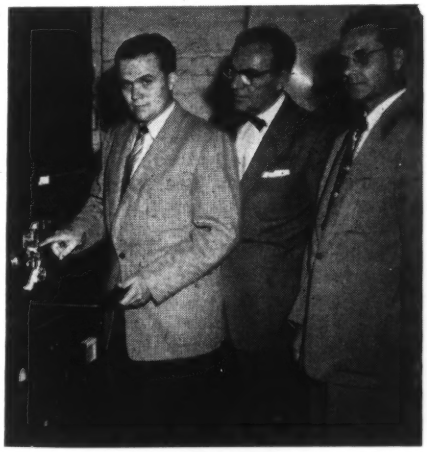
WRESTLING ON KINES PAYS OFF FOR KTLA (TV)

PARAMOUNT'S HOLLYWOOD STATION STARTS THE SIXTH YEAR OF ITS WEEKLY SERIES OF KINESCOPED MATCHES.

SOON TO START its sixth year of successfully competing against filmed wrestling series is the video-transcribed *Wrestling from Hollywood with Dick Lane,* distributed by Paramount Tv Productions Inc.

Since KTLA (TV), Paramount Tv's Hollywood station, started kinescoping that station's weekly *Olympic Auditorium Wrestling* for sale to other stations in October 1949, a total of 35 U. S., Canadian, Alaskan and Puerto Rican stations have purchased the video-transcriptions, with an annual 75% renewal.

Largely responsible for the success of *Wrestling in Hollywood,* according to Klaus Landsberg, KTLA vice president and general manager, are Robert B. Forbes, director of transcription sales and of program distribution for Paramount Tv; film editor Dick Vosburgh, who also handles shipping and inspection, and Roy White, KTLA supervisor of studio engineering, who installed the video-transcribing set-up at the station.



THE video-transcription machine used by Paramount Tv Productions Inc., Hollywood, to record the *Wrestling from Hollywood with Dick Lane* series is demonstrated by (l to r) Roy White, supervisor of studio engineering for KTLA (TV) there, who was in charge of installation; Mr. Lane, station wrestling commentator, and Robert B. Forbes, director of transcription sales and of program distribution, Paramount Tv, Hollywood.

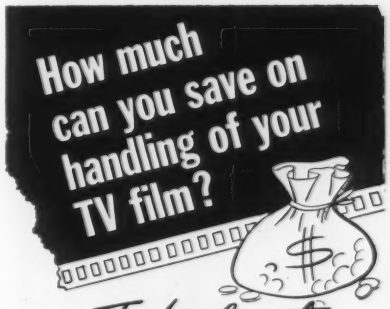
Three factors have contributed to the acceptance of the series, Mr. Forbes believes, starting with high quality of the kinescopes, which are said to offer as clear a tv picture as conventional film; the commentary of Richard Lane, KTLA wrestling commentator, whom Mr. Forbes considers one of the top men in the field, and the station's policy of covering only what it considers the best in Southern California wrestling, the Olympic Auditorium matches.

The experience KTLA has gathered in covering wrestling for over seven years and the KTLA-developed video-transcription equipment is responsible for *Wrestling from Hollywood*'s high quality kinescopes, Mr. Forbes states. "We use only two cameras, carefully pre-balanced so that no great lighting changes occur. By careful use, these two cameras are sufficient. We use the regular turrets. We don't try to get fancy; we just try to get the best picture possible," he says.

Film editor Dick Vosburgh tries to keep each match intact. However, since each video-transcription must run 54 minutes in length, often he will add a bout from a previous week, or save one for next week, to make up the 54-minute package.

Mr. Lane's commentary always includes biographical material about the wrestlers, for added interest. These have proven very popular, Mr. Forbes says. They usually are recorded at KTLA studios before the bouts and later inserted at the proper places. During one such recording session Mr. Lane video-transcribed 10 such sketches in a single 45-minute session, with only five breaks, an indication of his professional ability, Mr. Forbes submits.

The Paramount Tv executive is cautious on the technical future of video-transcription. He would like to see further demonstrations of video tape recording, especially of its practicability, before he commits himself to whether, or to what extent, tape will replace film in tv recording.



To find out take the **BONDED** *test!*

1. Estimate your total cost per *print* for the round trip — to station and return. If you know your total cost, enter here: $_____

If not, here's a check list of steps performed by Bonded to help you estimate your total cost. Enter what you think your cost is for each service, skipping those you do not now receive.

Attaching leaders	$_____
Mounting on reels	_____
Inserting commercials	_____
Cost of container, reels	_____
Shipping	_____
Print Control Record	_____
Confirmation of waybills	_____
Immediate check in on return	_____
Examination and repair	_____
Cleaning	_____
Removal of commercials	_____
Report of print condition	_____
Storage	_____
TOTAL	$_____

2. Next, estimate the number of prints (programs, features, or commercials) you use in an average month. Multiply. Put the total here. $_____. *Don't just groan, move on to Step 3.*

3. Now phone, or write, for a Bonded TV Film Service estimate and plan for handling your film. It costs you nothing to find out. And — whether your needs are large or small, whether you now do your own film handling or not — you will find that Bonded can do the job better and cheaper.

BONDED
TV FILM SERVICE

LOS ANGELES • NEW YORK
904 N. La Cienega BR 2-7825
630 Ninth Ave. JU 6-1030

FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

'AD MATS' FOR TV

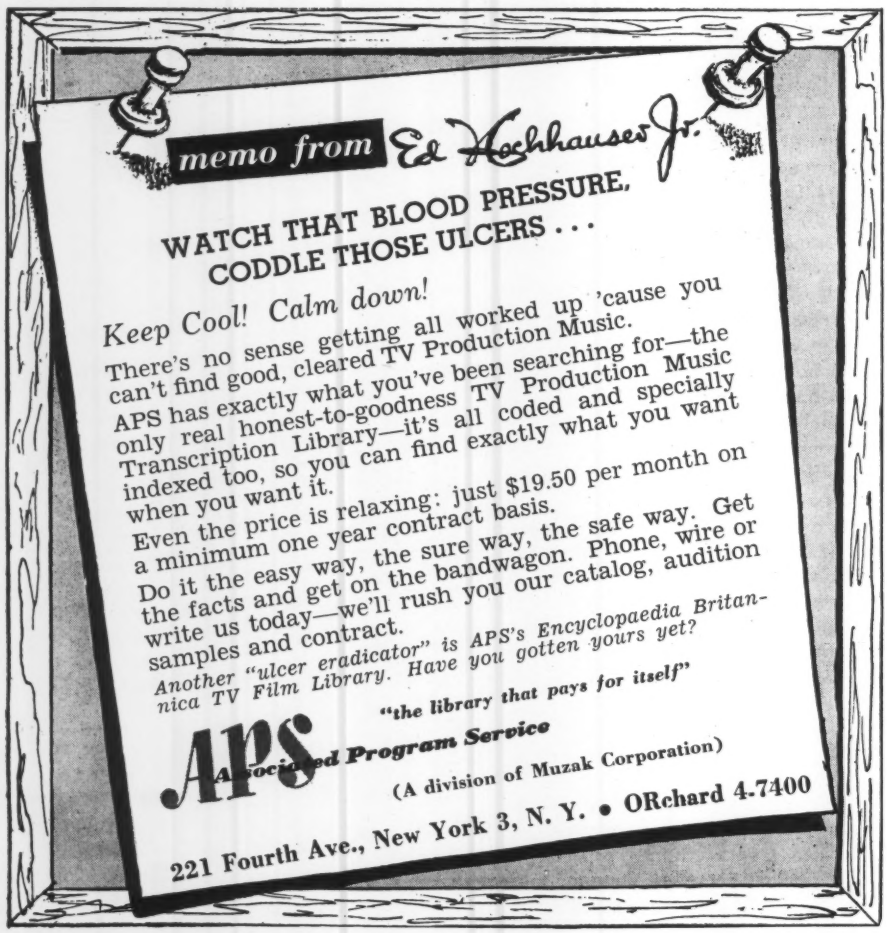
Kroehler furniture prepares silent commercials for dealers' use in local television advertising

FOR FURNITURE manufacturers, the newspaper ad mat has long been standard operating procedure for supplying local dealers with a variety of advertising services. Until recently television had posed a dilemma to dealers, perhaps because the visual medium had no such equivalent.

There might be a trend, however, in the experiences of Kroehler Mfg. Co., Naperville, Ill., reported by its agency, Henri, Hurst & McDonald, Chicago. The rough equivalent of the ad mat has finally arrived on the tv scene—and with appreciable success—with the use of specially prepared 45-second silent films actually passed on to dealers at no cost.

In March of 1953, Kroehler, one of the largest furniture firms of its kind, turned this problem over to its agency: how to attain greater effectiveness in its films for a reasonable price. Two months later the agency's audio-visual supervisor (or film director) Lee Randon, came up with a revolutionary idea. He recalls the situation:

"A check of tv advertising used by furniture stores showed that such stores went in for highly promotional advertising, designed primarily to build store traffic. They made use of brand names only in connection with special values they had to offer. If this were typical of dealers throughout the country, then the conventional tv spot, no matter how good it is, would spend its life in the can, not on the tv film projector."


memo from Ed Hochhauser Jr.
WATCH THAT BLOOD PRESSURE,
CODDLE THOSE ULCERS . . .
Keep Cool! Calm down!
There's no sense getting all worked up 'cause you can't find good, cleared TV Production Music.
APS has exactly what you've been searching for—the only real honest-to-goodness TV Production Music Transcription Library—it's all coded and specially indexed too, so you can find exactly what you want when you want it.
Even the price is relaxing: just $19.50 per month on a minimum one year contract basis.
Do it the easy way, the sure way, the safe way. Get the facts and get on the bandwagon. Phone, wire or write us today—we'll rush you our catalog, audition samples and contract.
Another "ulcer eradicator" is APS's Encyclopaedia Britannica TV Film Library. Have you gotten yours yet?
"the library that pays for itself"
APS
Associated Program Service
(A division of Muzak Corporation)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Mr. Randon called for an "entirely new approach" on the basis of the clear need for dealer aids.

Mr. Randon's idea was this: Each six months, immediately after the furniture show, take a camera crew into Chicago's marts, and shoot short sequences with close-ups of featured suites, sofas, chairs, etc., on silent film. Prepare a brochure for dealers, giving them a choice of film clips to incorporate into their local programs, or as spots.

The idea was first tried in June 1953 and thus far three series of six films each have been prepared at the low cost (due partly to no sound track) of $350 per commercial. They have been used by Kroehler dealers in from 40 to 50 tv markets across the country. Response from dealers has been "extremely favorable."

Mr. Randon is quick to compare the $350 with the $2,000-$3,000 price range for many one-minute films, and adds: "It's significant that such films can be produced at such relatively low cost."

Kroehler pays for the production. The local dealer buys the time on the local station. He is not charged for film production, which is handled by Kling Studios, Chicago, with Mr. Randon supervising.

Along with the brochures or pamphlets, the dealer also gets a suggested script. The usual procedure is for the station to show a Kroehler suite or sofa line on film in short sequences—four, 12 and 17 seconds at a crack—and for the local announcer to cut in simultaneously on behalf of the dealer's own particular specialties on a given night. Film sections can be eliminated individually at the local dealer's discretion, based on the items he is pushing. Slides can be used if desired.

Video sequences usually open with long shots of Kroehler showrooms and the announcer's voice apprising listeners that buyers from store X have just returned from the furniture show in Chicago "where they selected the very newest styles and fabrics." Provision is made for a closing 15-second voice plug identifying the local dealer. Together, film with closing voice, the spot actually runs one-minute.

Each dealer is convinced by now, according to Mr. Randon, that the silent clips (35mm) "do a better job of displaying that particular furniture than he could get live in 95% of the stations, as well as doing it at a lower cost to him."

The six-film series can be shot in one day, with lower labor and other costs. The equipment used: a rear-screen type projector (built-in screen) and a repeater tape recorder contained within a case. The commercials can be used, with varying frequency, for three to six months between furniture shows.

Mr. Randon says that furniture dealers went on the air in the early days of television, evolving a "general format into which standard tv commercials would not fit" and that few dealers would devote an entire commercial to the products of a single manufacturer.

But, now, he reports, Kroehler's pioneering venture has rebounded to the mutual benefit of the company and its dealers—with tv ad mats that "take all the guess work out of your television commercials."

THE NEW KEN MURRAY SHOW...

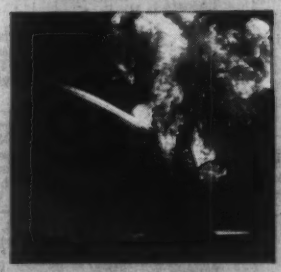
Where were you?

...great heroes
...world personalities
...famous events
...daring exploits
...world shaking decisions
...unbelieveable records

SEE . . . the man described by General Pershing as the greatest hero of World War I.

SEE . . . the woman who brought greater glory to America by her exploits in 1927 . . . and nearly lost her life in the effort.

SEE . . . the man who made world headlines **twice** in one day . . . the day that Adolph Hitler refused to shake his hand.



This new exciting program, produced by Ken Murray is filled with drama, comedy, suspense, music, variety and the great events which set apart a special day in our history as belonging particularly to one man or one woman. The day they added one more document to American history in our century. The day that they were the talk of the world.

The most amazing list of great personalities ever put on television in one series . . . . . brought to you directly from their present homes throughout America.

26 HALF-HOURS... AVAILABLE NOW... for local and regional sponsorship. . . . for those sponsors and stations who want something NEW . . . REFRESHING . . . DIFFERENT . . . Call your nearest UTP office and screen Ken Murray's new television series . . . **WHERE WERE YOU?**

home office
HOLLYWOOD
650 NORTH BRONSON
HO 9-8321

NEW YORK
444 MADISON AVENUE
PL 3-4620

CHICAGO
360 NORTH MICHIGAN
CE 6-0041

WHERE WERE YOU?
Produced by Ken Murray for Bing Crosby Enterprises, Inc.

Distributed by
United Television Programs, Inc.

COMPARATIVE NETWORK TV SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				Revere alt. Sundays Pan Amer. Meet the Press L
6:15		*Shakespeare on Tv*		
6:30		Electric Companies Alt. Wks. Prudential You Are There		
6:45				Gen. Foods Roy Rogers F
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie	Co-op Author Meets the Critics	Toni Co. People Are Funny L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt. Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30	The Big Picture F			7:30-9 p.m. Spectaculars (intermittently) Rynlds. Mt. H. Bishop Sunbeam L
8:45				
9:00	Gruen-Amr. Safety Razor Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Mtr. Martha Wright			
9:30	Jane Pickens Show L	Bristol Myers Man Behind the Badge L	Serutan Life Begins at 80	
9:45	*Dr. I. Q.*			
10:00	Dodge Break the Bank	P. Lorillard The Web L	*The Music Show*	P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	*U.S. Highway 1954* F	Amer. Home Prod. News		
7:45		Ligg. & Myr. Perry Como L		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation (alt.) Goodrich Burns & Allen L		Droodles L
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		TBA
8:45				
9:00	*Junior Press Conference News* L	Philip Morris Public Defender F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner L	Gen. Foods Instant Maxwell Coffee Masquerade Party L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre Studio One (ret. 9/20) L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon News J. Daly		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	Men of Tomorrow	American Tobacco News L		*V. Monroe Show* L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F (off 9/21)	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30	Florida Citrus Twenty Questions L	Pharmaceuticals Inc. Juvenile Jury L (off 9/14)		Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L
9:45	Center Stage			
10:00		Pet Milk Co. alt. wks. Life With Father		*It's A Great Life* F
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		
10:45				
11:00				
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	Tide Water Oil Daly–News
7:30	
7:45	Soldier Parade L-S
8:00	
8:15	
8:30	
8:45	No Net. Service
9:00	Eff. 9/29 Remington Rand-Knomark mfg. (Alt. wks.) Masquerade Party
9:15	
9:30	
9:45	
10:00	
10:15	*Wrestling From Rainbo* L
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45		*God's World* (off 9/26)		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L	N.Y. Times Youth Forum	
12:45				
1:00			Johns Hopkins Science Review	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th) A. E. Staley Co. (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				General Mills, Fri. Ding Dong School L Gerber Prods. Thursdays
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L
11:30				
11:45		Gen. Mills (MWF) Sponsor Valiant Lady Toni (Tu&Th)		
12:00 N		Amer. Home Products Love of Life		Bob Smith Show NY L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		TBA
12:45				
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	Brown Shoe Smilin' Ed's Gang			
3:15				
3:30	Ralston-Purina-Nestle (alt. wks.) Space Patrol	Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		
3:45				
4:00		Campbell Soup Abbott & Costello		
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger F		
5:45 PM				

THURSDAY

	NBC	ABC	CBS	DuMONT	NBC
6:00 PM				Walter H. Johnson & Co. Capt. Video	
6:15				7:15-7:30 Miles Labs. Morgan Beatty and the News	
6:30	Coca-Cola Eddie Fisher L	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm Gen. Electric Jane Froman (ret. 9/16)		V. Monroe Show L
6:45	Camel News Caravan L				Camel News Caravan L
7:00	GE I Married Joan F	Melody Tour L-S	General Electric Ray Milland Show (ret. 9/15)	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F
7:15	Scott My Little Margie F		Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F		Borden Justice L
7:30	Krafts Foods Television Theatre L	Brillo—So You Want to Lead a Band	*What Do You Have in Common* S	DuMont Labs What's the Story	Chesterfield Dragnet F
7:45		Kraft Foods Kraft TV Theatre	Sngr.-Pkr. P. Four Star Playhouse (st. 9/30)	Regional Sponsors Greatest Pro Football Plays of the Week	Ford Theatre F
8:00	Hazel Bishop This Is Your Life L		Philip Morris The Telltale Clue L		Lever Bros. Lux Video Theatre L
8:15			Carter Prods Alt. Whitehall Name That Tune L		
8:30					
8:45					
9:00					
9:15					
9:30					
9:45					
10:00					
10:15					
10:30					
10:45					
11:00					
11:15 PM					

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			Co-op Capt. Video	
6:15	Tide Water Oil Daly-News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
6:30	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Pharmaceuticals News		Coca-Cola Eddie Fisher L
6:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
7:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		*The Duke* L
7:15				
7:30	Lehn & Fink Ray Bolger	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
7:45				
8:00	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. One Minute Please	Simoniz & Amer. C&C Big Story F
8:15	*In Our Times* F	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
8:30		Brown & Williamson Viceroy Star Theatre	P. Lorillard Lentheric Inc. Chance of Lifetime	Gillette Cavalcade of Sports L
8:45		American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	*Time Will Tell*	
9:00		Longines Chronoscope		Greatest Moments in Sports Mutual of Omaha F
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Wrigley Gene Autry Show (st. 9/25)		*Mr. Wizard* F
6:15				
6:30	Dotty Mack	Sylvania Beat the Clock L	GT&RCo. Gen. Sports Time	Sunbeam Ethel & Albert L
6:45				
7:00	*Enterprise USA*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L	Participat'g Sponsors Professional Football	Pillsbury-Green Giant Mickey Rooney Show F
7:15		Jackie Gleason (ret. 9/25)		
7:30	*Greatest Sports Thrills*			TBA
7:45		P. Lorillard Two for the Money L		
8:00	Bayuk Cigar Saturday Night Fights L			Armour&Co. Dow Chemi. Lemon Prod. Grillin Mfg. Amer. Chicle GE Cudahy Packing Saturday Night Revue
8:15		Intrnl. Silver Alt. Simmons My Favorite Husband (ret. 9/11)		
8:30	*Fight Talk*			
8:45		Chrysler Plymouth Div. That's My Boy L		
9:00	Travel Corner			
9:15		General Mills Willy (st. 9/18)		Am. Tobacco Warner Hudnut Your Hit Parade L
9:30			11:05 Boyle-Midway Sports Showcase	
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L
		GT&RCo. Gen. Sports Time	(9/19) *American Inventory* L
			TBA
		Participat'g Sponsors Professional Football	TBA
			Comment L&F
			American Forum of the Air L
			Quaker Oats Zoo Parade L
			(9/5) Hall Bros. Hall of Fame (3 of 4) L
			TBA

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		P&G Welcome Travelers		
		Robert Q. Lewis (See footnote)		
		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L
		Bob Crosby (See footnotes)		P&G Golden Windows L
		P&G The Brighter Day		*One Man's Family* L
		Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		P&G L Concerning Miss Marlowe
		P&G On Your Account 4:30-5		*Hawkins Falls* L
				First Love L
		Gen. Mills Barker Bill's Cartoons W& F 5-5:15 p.m.		*Betty White Show* L
				Pinky Lee Show L
				Howdy Doody (See Footnote)

SATURDAY

	ABC	CBS	DuMONT	NBC
		Lever Bros. Uncle Johnny Coons		
	The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			Canadian Pro Football
	Carnation Co., Humble Oil-NCAA Football Games (Time Varies)	Racing Saratoga		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:15-4:00 p.m. Corn Products Refining Co.; Tues. 3:15-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST. Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Miles Labs st. 9/28, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue Kellogg, Wed. Best Foods, Thu. Toni alt. wks Chun King, Fri. Economies Labs.
10:30-45 Fri. Bristol Myers.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Swift Peanut Butter.
Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.
House Party
2:30-45 p.m., M., W., Fri.—Lever
2:30-45 p.m., Tu. & Th.—Kellogg
2:45-3 p.m., M.-Thu.—Pillsbury
2:45-3 p.m. Fri.—Hawaiian Pineapple

Tue.—Miles Labs st. 9/28.
Robert Q. Lewis, M.-F. 2-2:30 p.m.
2-2:15 Wed.—Best Foods; Thurs.—S. C. Johnson; Fri.—Doeskin.
2:15-30 Thu.—Swanson; Tues.—Helene Curtis; Wed.—Gen. Mills; Fri.—Gen. Mills.
Bob Crosby M.-F. 3:30-4 p.m.
3:30-45 Tue.—Toni
3:30-45 Fri.—Englander, alt. wks., S. O. S.
3:45-4 M., W., F.—General Mills
3:45-4 Th.—Am. Dairy

BROADCASTING TELECASTING
September 13, 1954

LOUIS D. SNADER
FIRST GAVE YOU
LIBERACE ON TV FILM
PRESENTS
KORLA

PANDIT
AVAILABLE IN BOTH ¼ & ½ HOUR
FILM MUSICAL SHOWS
SNADER PRODUCTIONS
9130 SUNSET — HOLLYWOOD 46

What To Ask Film Salesmen

By Jim Bentley

Program Director, KCEN-TV Temple, Tex.

A FILM SALESMAN once told me that his package, like all the other syndicated film packages, had the one and only basic requirement for television—definition and contrast range suitable for transmission! This particular salesman previously must have sold intangibles, because this statement is about as ambiguous as "What's the price of your film package for thirteen weeks?"

Foremost, the film package must accomplish the two proven purposes of the television medium by providing the station with high rated programming and selling the advertiser's goods at a proven profit. In order to rate your potential new film package, why not screen those film salesmen with some of the following questions:

WHAT IS THE NET PRICE OF THE FILM PACKAGE IN VARIOUS SEGMENTS? IS THIS A STABILIZED PRICE?

The cost of the film package must be not only a realistic cost but also a controlled cost for varying markets. In many cases the net cost of the package will vary 5% to 20%, depending on the immediate needs of the station. Some distributors stabilize their package price by a percentage of station rate time, taking into consideration coverage area and set count. There are other ways of computing fair, stabilized pricings. Make sure your market isn't overpriced due to past sales propaganda.

HAS THIS PARTICULAR FILM PACKAGE BEEN PLAYED IN THIS MARKET? HOW MANY TIMES?

There have been instances when film salesmen quoted a one-run film series in a multi-channel market and the film package ran on a rerun basis over a competing channel. It is extremely important for the sales staff of a station to quote the numbers of correct runs to the potential client, consequently the accurate number of runs in an area is a prerequisite to any sales presentation. As with any sales medium, the representative must know his product thoroughly and quote correct sales information.

Another APS exclusive
TV FILM LIBRARY SERVICE

The only complete film library of its kind available anywhere—comprised of the internationally famous Encyclopaedia Britannica Films.

Film Library Plan—permits you to choose any 100 or more subjects of your own choice, which you may program in any way you see fit for a full year at a single low unit rate—in most cases, less than $4.00 a month per title. Unrestricted use includes:

Unlimited repeat rights
Clip & stock shot rights
Rear screen projection rights, (loops, slides, etc.)
Commercial film leader privileges

All films come complete with film guides containing scenarios and listing all pictorial footage sequences.

For TV Schools of the Air, for entertaining educational features, for commercial program packages, for dramatic film production aids, for local spots for stand-by purposes—this unique TV Film Library Service is unexcelled.

APS *"the library that pays for itself"*
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

DUE TO CIRCUMSTANCES. . .

TO TAKE the sting out of troublesome moments, WNBW (TV) Washington uses a set of cartoons, each dealing with a specific problem that interferes with tv transmission. All were drawn in rough form by Jay Royan, publicity director for the NBC o&o station, and then given to an artist for the finishing touch. Sam Newman, transmitter engineer, was the model. These four are typical of the set.

WILL YOU HELP IN THE INITIAL SALE AND SELL THE RERUN PHILOSOPHY TO LOCAL SPONSORS?

The responsible salesman will present his product to potential clients, reviewing ratings and data, to prove a lesser cost-per-thousand than competing media. Station management generally understands the great audience and sales rewards pertaining to reruns, but to sell this rerun idea to a local sponsor is a time consuming job in itself. A brief, concise sales presentation by distributor representative (with the help of station sales representative) inks many a new contract.

DO YOU SHIP FROM A LOCAL OFFICE OR MUST PRINTS BE SHIPPED FROM NEW YORK OR LOS ANGELES?

Since the net cost of the film package is the important figure quoted, the transportation cost is often overlooked. Scheduling and shipping can prove costly if handled poorly. Air express charges on prints from New York to midwestern states sometimes prove 20% of the net cost of the complete film package. Closer distribution outlets prove economical for both station and distributor.

DO YOU FURNISH PROMOTIONAL MATERIAL AND PROMOTIONAL AIDS WITH THIS FILM PACKAGE?

If so, it should include publicity photos with captions, publicity releases, and sales brochures. Correct, up-to-date ratings and success-story information, plus promotional audio announcements in various one minute, 20-second, 10-second and 8-second lengths, newspaper advertising mats, color posters and point-of-purchase material are required for ultimate sales successes.

DO YOU PERMIT STOCKING OF PRINTS?

Stocking of prints is not always necessary, but it is imperative that segments of the film package arrive well in advance of their playdates in order to recheck the quality of splices, video and audio track. Bicycling of prints is a "must" for the distributor, but complete distributor-station and station-station cooperation must prevail. A flexible shipping schedule not only allows grace time for complete print inspections, but gives an ample substitution period—a programming problem with every station.

HOW DO YOU MEASURE YOUR PRODUCT QUALITY AGAINST THE COST TO THE SPONSOR?

Tv films naturally contribute to good programming, and being good vehicles for coordinated selling, their use should be offered in good balance with "live" telecasts. Audience reactions in other similar markets prove the package an asset or liability, compared to the "live" camera rates and production costs. The film salesman should know your local ratings, as they always prove beneficial in comparing the quality vs. the cost and ultimate selling potential of the film package. Both small and large markets agree that the same old philosophy still prevails—quality sells, not quantity. Make the salesman prove this factor to you.

DO YOU GIVE COMMISSIONS TO ADVERTISING AGENCIES?

The few distributors that include agency commissions have just deducted this percentage from the film salesman's commission. In many cases, the agency must take the responsibility of bartering with the distributor's representative. A fixed agency commission would stimulate sales in most markets due to an increased agency incentive to sell film packages to local clients.

DO YOU SERVICE THE PACKAGE BOUGHT?

To service the proposed film package contract, the salesman should understand local problems of programming and promotion. He should be able to furnish advance material and aids for promotion purposes on a moment's notice. He should be non-biased in his views toward competing clients, and above all, this hypothetical film salesman should render undivided service until the termination of the new film package contract, at which time he may safely approach you—head held high—expecting an affirmative, "I'll Buy That" answer.

TELEVISION FILM SERIES

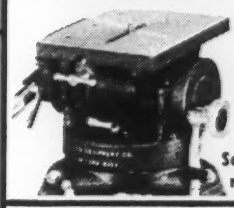
Wild Life In Action—52¼ hr. animal
Adventure Is My Job—13¼ hr. outdoor
Opera and Ballet —13¼ hr. music
Where In The World—52¼ hr. docu.
Reading The Bible —13¼ hr. H. Wilcoxon
The Magic Vault —52½ hr. drama
Out Of The Past —26½ hr. bible st.

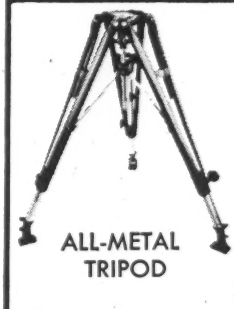
LAKESIDE TV CO., 1465 B'WAY N.Y.C.

NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.



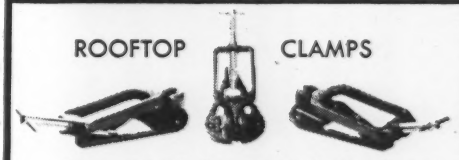


ALL-METAL TRIPOD

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

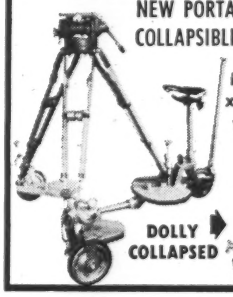
ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.

Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

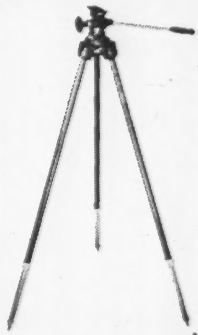


Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

DOLLY COLLAPSED

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.



FRANK C. ZUCKER CAMERA EQUIPMENT CO.

DEPT. B-9-13 1600 BROADWAY • NEW YORK CITY

TIME IS RUNNING OUT...

...because MAJOR LEAGUE BASKETBALL GAME OF THE WEEK, TV's newest and most action-packed filmed sports feature, is going fast, *fast*, FAST!

Now, available for the first time, the pulse-stirring action of a selected National Basketball Association big league game, all of the skills, thrills and spills of basketball's big time. It's filmed on the spot by Standard Television's ace sports cameramen, edited down to a half hour of sheer excitement, and rushed to you as the smoking hot leader of your station's sports parade.

It's action all the way with MAJOR LEAGUE BASKETBALL GAME OF THE WEEK, featuring such outstanding hoop performers as George Mikan, Bob Cousy and other basketball greats, starring on nationally famous teams like the Minneapolis Lakers, the Boston Celtics, all of the top contenders that make up the National Basketball Association. Dick Enroth, veteran voice of the fast moving sport, adds colorful commentary.

MAJOR LEAGUE BASKETBALL GAME OF THE WEEK is the great winter sports feature you *need*. Basketball is the *only* important winter sport, and MAJOR LEAGUE BASKETBALL GAME OF THE WEEK brings it to you excitingly condensed to a half hour, a length that's kind to program schedules.

Plenty of promotional help, and priced right for fast *sponsor* action, too.

For remaining availabilities

write, wire, or, better yet, phone:

STANDARD TELEVISION

321 SO. BEVERLY DRIVE, BEVERLY HILLS, CALIF.

TELEPHONE: CRESTVIEW 4-6869

'IF WE HAD GOOD SENSE . . .'

MEMORANDUM from Odin Ramsland, commercial manager of KDAL Duluth, Minn., to Rex Hudson, station sales manager, advises "If we had good sense, we'd raise our rates . . ." The reasons outlined by Mr. Ramsland for the raise are: over 900,000 tourists are visiting "KDAL-land" during the summer and due to the station's "splendid coverage, top programs, 24-hour per day radio service" and highway billboards leading to Duluth inviting people to tune to KDAL, "we are assured of the audience"; more than four out of five cars in that city have radios; and the station's "dominance of radio listening" in the area. KDAL claims to rate 39 firsts out of a possible 40 quarter hours from 8 a.m. to 6 p.m.

CANADIAN FOOTBALL

TO HELP familiarize American football fans with the Canadian version of game currently being televised weekly over NBC-TV, Cleve Herman, KNBH (TV) Hollywood sports director, has started a policy of answering telephone inquiries about Canadian football during the entire season on his Saturday KNBH *Sports Lineup* program, which immediately precedes the Canadian games on the station.

KNX SERVES FREE LUNCHES

TO MEET competition for studio audiences in Hollywood, particularly against tv programs, Harry Koplan, host of the weekly KNX Hollywood *Meet the Music,* is serving free lunches provided by various local restaurants and bakeries. Contributors of the spaghetti, ravioli, hamburgers, coffee, cake and cheesecake receive

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp., through McCann-Erickson

Sept. 19 (10:30-11 p.m. EDT): *What's My Line?*—alternate sponsors—Jules Montenier Inc., through Earle Ludgen; Remington Rand Inc., through Young & Rubicam.

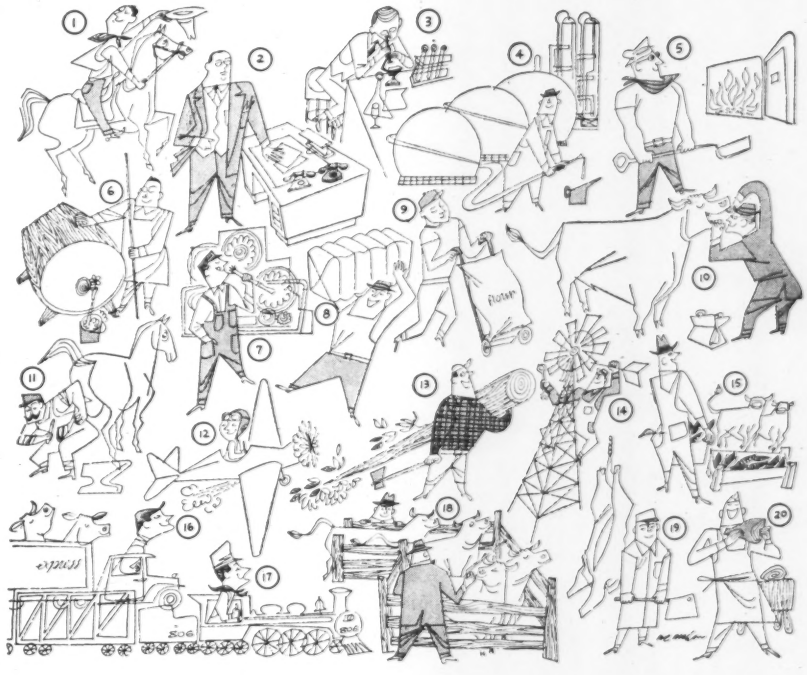
Sept. 25 (9:30-10 p.m. EDT): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EDT): *Jane Froman Show,* General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EDT) *Chrysler Show,* Chrysler Corp., through McCann-Erickson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

How many people does it take to make a steak?



When you plank the cash on the counter for a slice of sirloin, some of it may represent *your own pay* for the part *you* played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

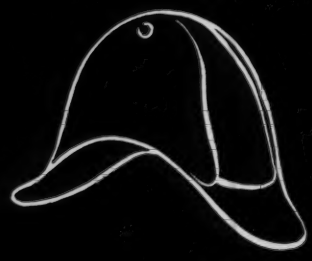
The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

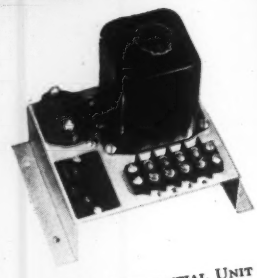
1. **The cowboy** or range hand who looks after the cattle.
2. **The banker** who finances land, herd and equipment.
3. **The chemist** who makes insecticides, serums and fertilizers.
4. **The oil refiner** who provides the fuel for the power machinery so many ranchers use.
5. **The steelmaker** who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. **The brewer—7. The sugar refiner—8. The cotton ginner—9. The flour miller** who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.
10. **The veterinary** who looks after the health of the cattle.
11. **The blacksmith** who shoes the horses and repairs ranch machinery.
12. **The airplane pilot** who sprays ranges and fields, destroying pests.
13. **The lumberman** who provides the wood for corrals and barns and pens.
14. **The windmiller** who makes the machinery that keeps man-made ranch water holes working.
15. **The feeder** who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. **The truck driver—17. The railroader** who haul cattle to market and meat to you.
18. **The stockyards man** who provides "room and board" for the livestock, and the **commission man** who is sales agent for the producer.
19. **The meat packer** who processes and distributes the beef.
20. **The retailer** who is the final link between all these people . . . and *you.*

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.

Investigate before you buy . . .





RI-108-6 AC POTENTIAL UNIT — used in the Rust System to remotely indicate AC line voltage or regulated filament line voltage (which is proportional to actual filament voltage). The unit is designed for operation on either 115 volts or 230 volts 50/60 cycles.

and you'll choose rust!

If you are considering Remote Control for your transmitter, investigate before you buy. Choose the system that's designed for *you* — and you'll choose Rust. Here's why . . .

No two Rust systems are exactly alike. Rust remote control systems are *engineered* to fit *your* transmitter, whatever its make or model. Even the interconnection diagrams you get are especially drawn up for *your* equipment. Thirty different component units are stocked so that your specific problems can be solved by standard Rust units, *prior to installation*.

What does all this mean? It means that when you buy a Rust system it is *complete*. Your installation is easier and quicker. Because there are no tubes, there are no tube failures. Because there are no adjustments, there are no maladjustments. The Rust System functions as it should . . . with little or no maintenance.

When you shop around for Remote Control — take a peek behind the panel. You'll find Rust offers the best buy for *you*.

the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

air mention by Mr. Koplan during the two and one-half hour program. The success of the "feed 'em as you entertain 'em" policy is evident by the continued large attendance, the station reports.

KONA-TV 'FIRST'

RALLY for Mrs. Joseph R. Farrington, Republican candidate for the post of Hawaiian delegate to Congress, was telecast by KONA-TV Honolulu, said to be the first such tv coverage in the Islands' political history, the station reports. With Mrs. Farrington's victory at the polls the next day, political leaders predicted increased use of tv during future campaigns.

KNGS 'CLIENTS' DAY'

EXPERIMENTAL "Client's Day" promotion of KNGS Hanford, Calif., proved successful enough to warrent its becoming an annual feature, the station reports after several hundred local businessmen—clients and prospective clients—attended the day-long visit and luncheon there. As part of the show, visitors relieved staff announcers from duties for the day, reading commercial copy and newscasts, reporting weather and spinning records. Rival Ford dealers at one point read each others' commercials. KNGS reports many calls from the listening audience expressing approval of the program.

CHEF GOES COMMERCIAL

PROMOTION of products advertised by Ralph's Grocery and Von's Grocery Co. on personality-merchandiser-cooking expert Chef Milani's programs over KCOP (TV) Hollywood and KMPC same city is part of a long term contract between Mr. Milani and the Southern California supermarket chains, reports Mr. Milani. The chef will stage one of his weekly Saturday amateur shows every fourth week at Ralph's or Von's market, and additionally plug the market chains on his two five-weekly programs. Other weeks he will continue to stage talent shows at other supermarkets, bearing costs personally and placing winners on his programs as a non-sponsored public service.

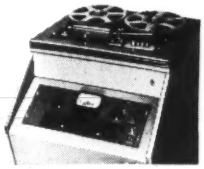
SPOTS HELP RED CROSS

SPOT announcement campaign has been credited by the American Red Cross for the increased enrollment in its swimming classes, WMAQ and WNBQ (TV) Chicago reports. The stations quoted a letter from Helen La Pat, radio-tv representative of the American Red

'Mom's Day Out'

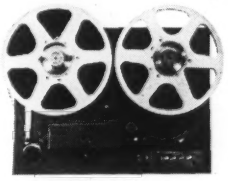
OVER 50,000 mothers and children flocked to the Alabama State Fairgrounds for a two-day "Mom's Day Out" promotion, sponsored jointly by The Birmingham News Co. (*News* and *Post-Herald*) and its affiliated stations, WAPI, WAFM (FM) and WABT (TV) there. Families from 45 Alabama counties and four states set what was said to be the record for the largest attendance in Birmingham history for an outdoor event. WAPI and WABT personalities provided entertainment for four free grandstand shows with the reigning "Miss Alabama" serving as co-m.c. Prizes were awarded every hour to mothers and children, some who traveled over 100 miles for the celebration. Henry P. Johnston, president of the stations, has announced that the successful event will become an annual affair.

What's your choice in fine tape equipment?



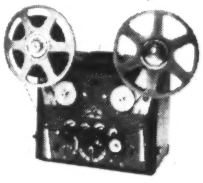
NEW PRESTO SR-11

Complete studio console tape recorder. Never before so much quality, operational ease and value at such a modest price. Embodies the famous PRESTO R-11 tape mechanism, matching amplifier – power supply in sturdy well-designed console cabinet. Three motors for complete flexibility; 15" and 7½" per sec. speeds.



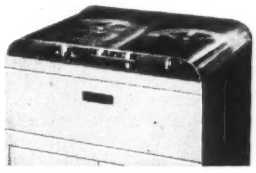
PRESTO R-11

A tape recording mechanism of truly modern design in engineering and operation. Mechanism includes three-head assembly, solenoid operated brakes and employs the exclusive Capstan drive unit. Tape reels mounted directly on heavy-duty torque motors.



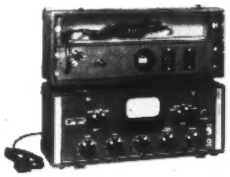
PRESTO R-7

Rugged, portable tape recorder with separate recording, reproduction, and erasing heads. Built around a sturdy, three-motor drive eliminating friction clutch, the RC-7 contains the same high-quality components found in PRESTO'S fine studio equipment. Heavy-duty construction throughout.



PRESTO PB-17A

Reliable, long-playing tape reproducing mechanism. Automatically reversible for continuous playback for background music in eight hour cycles. Frequency response uniform from 50 to 8000 cps. Tape speed: 3¾" per sec. Reels up to 14" diam. (4800' of tape) with dual track.

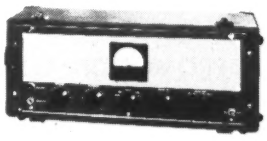


PRESTO 900-A

Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply: three-microphone input, 250 ohm low level mixer: illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.

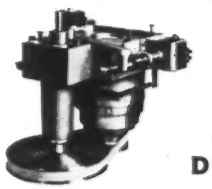
PRESTO TL-10

Turntable-driven tape reproducer. Unique, low-cost unit that adapts any 16" turntable for reproduction of tape at 7½"/sec. or 15"/sec. with exceptional accuracy. No pre-amplifier required; plugs into standard studio speed input equipment.



PRESTO A-920

More compact than the 900-A. In carrying case or for rack mounting. Consists of microphone preamp, a reproduce preamp, power amplifier and power supply – all on a common chassis. Two small speakers mounted behind front panel for playback. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



PRESTO CDR-200 CAPSTAN DRIVE UNIT

Heart of all Presto tape recorders and reproducers. Motor, capstan and flywheel, pressure pulley and pressure pulley solenoid are mounted on independent cast aluminum chassis. Positive, very quiet tape drive with minimum of parts.

Behind every piece of tape equipment are these PRESTO "extras"— painstaking craftsmanship, years of experience... quality control...and advanced production facilities that guarantee instruments of absolute precision and lifelong dependability.

PRESTO

RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

MAIL THIS COUPON TODAY

Presto Recording Corporation
Tape Equipment Sales Div.
Paramus, New Jersey

Please send full information and prices on the following Presto tape equipment:

☐ SR-11 Tape Recorder ☐ PB-17A Tape Recorder
☐ R-11 Tape Transport ☐ TL-10 Tape Reproducer
☐ R-7 Tape Recorder ☐ A-920 Tape Amplifier
☐ 900-A Tape Amplifier ☐ CDR-200 Capstan Drive

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____

Cross, Chicago chapter, to George Heinemann, program manager of the NBC o & o outlets, citing "the very positive results" from their promotion of the swim campaign. The spots were aired on both stations during July and August during the daytime hours. Additionally, WNBQ telecast swimming demonstrations each week on *The Bob & Kay Show*.

WIDE AWAKE CAMPAIGN

CONVINCED by KABC-TV Hollywood that a spot campaign was more advantageous than an orthodox participation in a "prestige" program, Eclipse Sleep Products Inc., Los Angeles distributor for Eclipse Springwall Mattresses, has placed through Stodel Adv. Co., same city, 17 rotating participations a week to appear on six daily live shows and five weekly programs over the station, reaching what KABC-TV estimates to be 1½ million people a week. Large posters with pictures of KABC-TV personalities also were distributed to local furniture dealers and department stores as part of the promotional campaign. Impressed by the advertising program, a number of new dealer outlets added the products to their line and others increased their stock of the firm's mattresses, reports the station.

'AS ADVERTISED'

WMFS Chattanooga has launched an "As Advertised" promotional campaign designed to supply its listeners with high quality merchandise at low costs. "As Advertised on WMFS . . . 1260 on your RADIO dial" cards have been placed in 200 stores in the city. Promotional signs advising shoppers to look for "As Advertised" cards which have been placed with products the station has inspected and found to be "of the highest quality at the most reasonable price . . ." are being circulated. As a result, advertisers have been "so impressed" that they have increased their budgets with the station, WMFS reports.

WXYZ ENTERTAINS KIDS

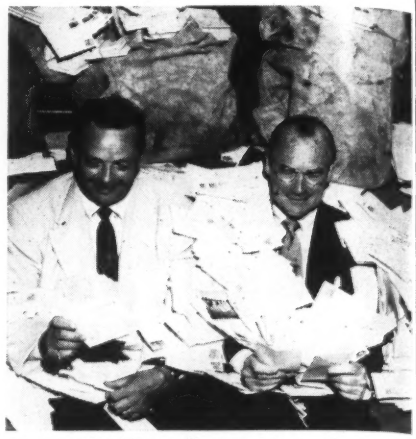
ONE HUNDRED youngsters were the guests of WXYZ Detroit and station personality Fred Wolf at a recent football game between the Detroit Lions and the Washington Redskins. The children were selected on the basis of their letters telling why they would like to see the "Lions in Action."

JUMP FOR JOY

TO HERALD its coming start of operations, KOSI Aurora, Colo., is sending to advertisers and agencies a Mexican jumping bean game with an attached note stating, "If you think these beans jump . . . just wait to see how your clients 'Jump for Joy' from KOSI results!!! On the air November 1st—start planning that KOSI budget now!"

'THE NASHUA STORY'

SPECIAL review of "The Nashua Story" was recently staged by WOTW-AM-FM Nashua, N. H., to show the progress made by that city since its industrial crisis in 1948. In that year Textron Inc., New York, manufacturers of wearing apparel, announced that it would cease its activities in Nashua, leaving one-third of the city's labor population unemployed. The event drew nation-wide publicity from an investigating committee set up by the late Sen. Charles Tobey (R- N. H.) to look into the problem. Citizens of the city then formed the Nashua Foundation, buying Textron's Nashua properties. Since then the foundation has offset the disruption caused by the shutdown and has added 300 more people to the payroll. For each of the past two years the foundation has paid $15,000 to its beneficiary, the Crotched Mountain Hospital for Crippled Children. The public's response to the program was gratifying, the station reports, and other stations in the area have requested transcriptions of the broadcast. WOTW-AM-FM has 50 transcriptions available on a first-come-first-served basis.



R. E. DUNVILLE (l), president of Crosley Broadcasting Corp., and Harry M. Smith, vice president in charge of sales, are avalanched by part of the 103,000 entries in the recent Crosley "Famous Face" contest. Persons competed to identify a "famous face" from clues and jigsaw pictures shown over WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. A 14-year-old girl from Bellefontaine, Ohio, correctly identified Arlene Francis, NBC-TV star, to win the contest. Among the prizes awarded her were a Packard Clipper automobile, living room suite, tv set, automatic washer, dryer, refrigerator, range, bedroom suite, dinette set, vacuum cleaner, bicycle, boat kit, boat trailer and outboard motor.

'MERCHANDISING PLUS'

PROGRAM offering "merchandising plus" for advertisers who buy time on its new Eddie Doucette cooking program is being presented by WNBQ (TV) Chicago. According to John M. Keys, advertising - promotion - merchandising manager of NBC o&o WNBQ and WMAQ, Mr. Doucette will appear three times weekly before women's and other organizations, using products advertised on his program, beginning Sept. 15. WNBQ is showcasing Mr. Doucette as a replacement for *Creative Cookery*, which moved to ABC's o&o WBKB (TV) same city.

BOLGER PROMOTION CONTEST

CONTEST for promotion managers of more than 60 ABC-TV affiliates in conjunction with the new *Ray Bolger Show*, which bows on the network Sept. 17, has been announced by Lehn & Fink Products Corp., N. Y., program's sponsor. Cash prizes totaling $500 will be awarded to promotion managers "who accomplish the best promotion and merchandising" for the Bolger series and the sponsor's products. The contest opens Sept. 13 and is a month long. Data can be sent up to Nov. 1 to the Merchandising Dept., Lennen & Newell Inc., 380 Madison Ave., New York 17.

OPPORTUNITY AT RCA ... FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES: *Top Salaries* · *Many Liberal Company-Paid Benefits* · *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Base for Broadcasting

This is the base of a Truscon Self-Supporting Steel Tower. Standing sturdy and staunch astride the heart of the wheat country, it helps broadcast the AM signal of KFRM, Concordia, Kansas.

This picture of a firm, solid base, securely anchored, is but part of the story of Truscon "towers of strength." From this base rises a beautifully engineered, precision-manufactured steel spire that stands strong and steadfast against wind and weather.

Truscon knows towers. Truscon builds them for you tall or small . . . tapered or uniform in cross section . . . guyed or self-supporting . . . for AM, FM, TV, and Microwave broadcasting. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will get your tower program under way without delay. Truscon® is a name you can build on.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 Albert St., Youngstown 1, Ohio
Export Department: Chrysler Building, New York 17, N. Y.

TRUSCON STEEL TOWERS • AM • FM • TV • MICROWAVE

The Nation's Newest Network!

THE THOROUGHBRED BROADCASTING SYSTEM, INC.,

will begin operations on a 6-times-per-week basis, broadcasting the

"RACE OF THE DAY"

from major race tracks,

Mondays through Saturdays
(instead of tri-weekly
as originally planned)

If you would like to carry this low-cost, money-making feature
with
CLEM McCARTHY
and
PHIL SUTTERFIELD
and guest announcers

phone, wire or write:

THOROUGHBRED BROADCASTING SYSTEM

315 Coleman Building, Louisville 2, Kentucky

PHONE:
JACKSON 7431

First Broadcast September 28

KEN CARTER (l), general manager of WAAM (TV) Baltimore, with Joe Franz (r), WAAM announcer, presents Ronnie Taylor, 12, of the Roland Park Little League, with the "Most Valuable Player" award in the recent Tv Baseball Championships played on WAAM's regulation diamond at its Terrace Studio on Television Hill. Ronnie, who is the son of Claude (Bud) Taylor, WAAM account executive, showed that no favoritism was involved as he hit two doubles, a single, stole a few bases in the championship games, and won his league's batting title with a .600 plus season average.

WBTM-TV HOSTS CIVIC CLUBS

WBTM-TV Danville, Va., recently played host to the local Lions and Sertoma clubs with luncheons in their studios. Mary Nelson, conductor of *Southern Style* cooking school program over the station, prepared the meals for the organizations. Following brief business sessions, club members were given a back-stage look at tv production with short closed circuit versions of the cooking program, sports, weather and news features. Guests also examined the control room and other facilities of WBTM-TV. The station believes good will and increased interest in tv were promoted by the events and reports it is planning similar programs for other civic clubs.

KMMJ, KXXX, KIOA RATE CARD

KMMJ Grand Island, Neb., KXXX Colby, Kan., and KIOA Des Moines, Iowa (Town & Farm Co. stations), are sending to advertisers and agencies rate card No. 12 in the form of a blue, black and white booklet which additionally includes coverage data. The brochure promotes the stations as being "pioneers in the farm field . . . serving farm and home folks since 1925." A map shows the three stations' combined coverage area to be 310 counties in nine states . . . "producing the most responsive audience measured by *any* yardstick!"

WTRI (TV) 'TEASER' CARDS

ADVERTISERS and agencies are receiving "teaser" type postcards from WTRI (TV) Albany, N. Y., this month, acquainting them with the station's various programming and coverage details. National programs currently being carried by the station are billed on the cards in verse form, such as "Gary's here, so's Robert Q. At WTRI there's always room for you!" The card also relates such information as set count figures, audience-cost-per-thousand, effective radiated power and market standing.

CBC Changes Unite Radio-Tv Programming

AFTER operating program departments separately for radio and television for two years, the Canadian Broadcasting Corp. now appears to be moving towards joint operation of programming of these two divisions. Charles Jennings, CBC director of programs, at Ottawa headquarters, has announced a number of changes in program officials giving them charge of both radio and television programming.

Murray Creed, farm and fisheries commentator of CBC at CBH Halifax, has been moved to Toronto program headquarters to plan and coordinate farm and fisheries programs for all Canada. This will include a new weekly farm and garden show program for eastern Canadian tv stations, to be telecast Sundays at 1 p.m. with weather summary, market trends, how-to-do-it feature on farming practices, news for farmers and gardening tips. Regional programs of a similar nature are to be developed for the midwest and the Pacific Coast tv stations.

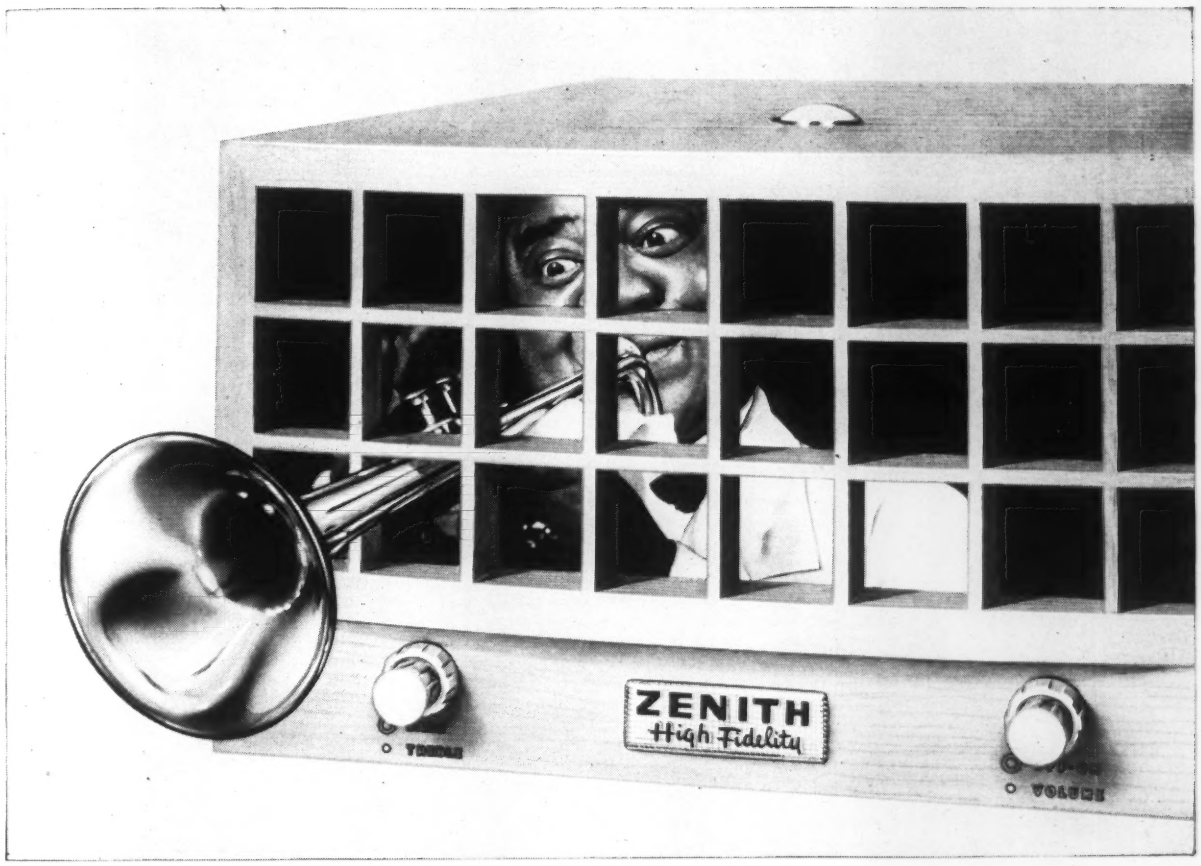
Jackie Rae, who has produced numerous CBC radio and tv shows, has been appointed supervisor of variety programs in both fields, with headquarters at Toronto. Andrew Allan, at one time with CFRB Toronto, and with experience as radio director of a London, England, advertising agency, has been drama producer for some years for CBC. He has now been appointed supervisor of drama at Toronto national program headquarters for both radio and tv. Hugh Kemp has been appointed script supervisor for radio and tv national programming at Toronto. For the past six years he has been executive producer and editor of the script division of NBC at New York. Prior to joining NBC he had worked for CBC. His new job will include developing and encouraging Canadian radio and tv script writers.

CBC Considers Change

CHANGES in regulations regarding the carrying of sponsored religious programs on Canadian Broadcasting Corp. radio and television stations are being considered at Ottawa by CBC top officials. The review of the regulations has resulted from the demand for the Bishop Fulton J. Sheen program, which is now carried by some independent Canadian tv stations but not by CBC outlets. CBC officials have been sending letters to complainants on the absence of the program from CBC stations, advising them of CBC regulations regarding sponsored religious programs. The letter also states that "the matter is currently under review by the CBC and will be discussed again by the National Religious Advisory Council" at its Toronto meeting Sept. 9.

Canadian Tv Set Sales Increase for '54 Period

SALES of television receivers in Canada are still booming. In the first seven months of this year 207,724 sets valued at $74,025,503 were sold, as compared to 134,472 sets for the same period of 1953, according to figures of the Radio-Television Manufacturers Assn. of Canada. Although southern Ontario has long had the most tv receivers, sales this year show that saturation has not yet been reached, for Ontario accounted for 94,502 sets of the total sold, with



Zenith brings HIGH FIDELITY down to earth... right in your room, right *now* for just $149.95*

You could spend hundreds of dollars for special, custom-made components, and get no more real High Fidelity than you have right here in the Zenith Custom Super-phonic!

This is it. This is the music that sounds so real the phonograph seems to disappear, and the performer himself take its place right in your living room. The Zenith Custom Super-phonic at $149.95* is *all* High Fidelity, complete with Zenith-built dual speakers — woofer and tweeter, acoustically sealed sound chamber, barium titanate pick-up and frequency range from 40 to 15,000 cycles per second.

Prove it at your Zenith dealer's. Compare the Zenith Custom Super-phonic with any phonograph you've ever heard, at *any* price.

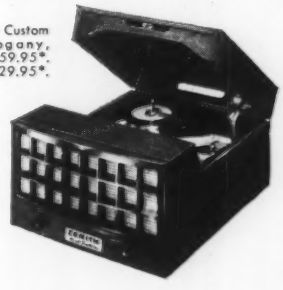
You cannot have High Fidelity except by chance without these two Zenith exclusives:

1. Fully Variable Speed Regulator (10 to 85 RPM). Lets you make any needed adjustment in record speed. It's as necessary to perfect speed as the regulator on a fine watch.

2. Speedometer (Stroboscope). Amazing Stroboscope is your infallible turntable speedometer. Necessary for perfect pitch, tempo, timbre.

Individual stylus for both standard and long playing microgroove records assure longer record life. Extra-long playing diamond stylus and spindle for automatic changing of 45 RPM records optional at slight extra cost.

The model illustrated is the Custom Super-phonic in mahogany, $149.95*. In blonde, $159.95*. The Super-phonic starts at $129.95*.



ZENITH®

The royalty of television and RADIO

Backed by 36 years of Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois.

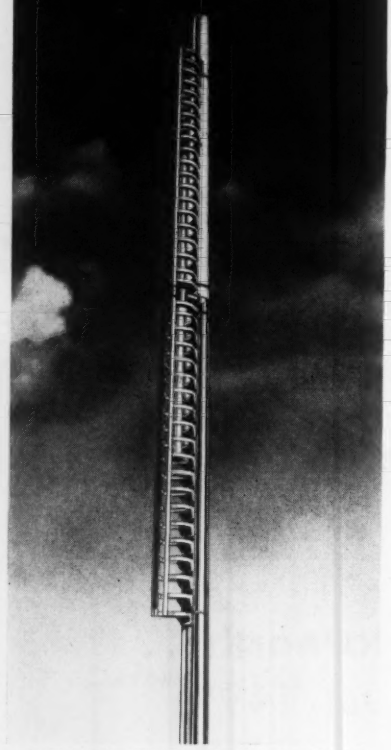
*Manufacturer's suggested retail price. Slightly higher in South and Far West. Specifications subject to change without notice.

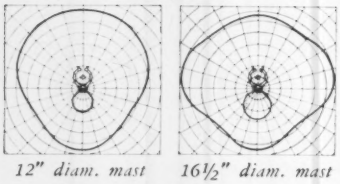
COPR. 1954

SLOTTED — RING

TV-broadcast Antenna

FOR CHANNELS 7 THROUGH 13





12" diam. mast *16½" diam. mast*

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin B-654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE., BOSTON, MASS.

INTERNATIONAL

Quebec province accounting for 72,306 receivers, British Columbia 22,549 sets, the three prairie provinces 12,310 sets and the four Atlantic Coast provinces 6,057 sets. Average price of sets sold this year is $356.

While tv set sales have been booming, sales of radio receivers have dropped from 327,242 in the first seven months of 1953 to 223,971 in the January-July period of 1954.

11,176-Mile Remote

FROM HONG KONG to London to Minneapolis—11,176 miles—is the history of a shortwave signal rebroadcast on George Grim's *The Man Who Was There* show on KSTP-TV. The feature was an interview with the pilot of the British airliner shot down by Chinese planes several weeks ago. Mr. Grim happened to tune in the show on a shortwave receiver, and then transcribed it on his own tape recorder.

CKWS-TV, CKLW-TV Set Start of Operations

CKWS-TV Kingston (ch. 11) will begin telecasting about Oct. 15, according to the Canadian Broadcasting Corp. commercial department. CKWS-TV joins CBC-TV at that time. Initial rates for Class A time will be $190 per hour, and microwave interconnection charges will be $105 per hour from Toronto to Kingston, $180 per hour from Toronto to Kingston to Ottawa to Montreal. CKWS-TV will have 257 kw video and 154 kw audio power.

CKLW-TV Windsor-Detroit (ch. 9), which had expected to start operations Sept. 5, will debut Sept. 16, according to Ted Campeau, president. The station plans to be one of the most powerful on the continent, with 325 kw video and 180 kw audio power.

Spanish 'Three Lives' Ready

PRESENTATION film of the Spanish-language version of Ziv Television Programs' *I Led Three Lives* has been completed and Edward J. Stern, president of Ziv Tv International, is slated to start shortly on a sales tour of Latin America. He will visit Mexico, Venezuela, Cuba, Puerto Rico, and Colombia. Spokesmen said Spanish soundtracks, with lip synchronization, are now being prepared for all *Three Lives* episodes already filmed. The second year's series in English currently is in production.

EDUCATION

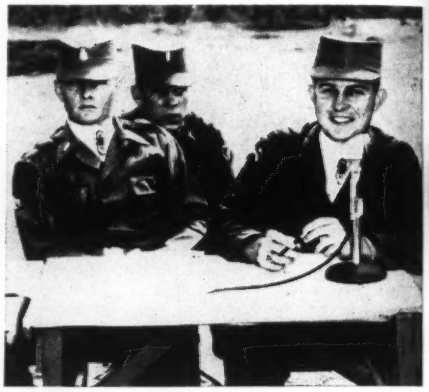
WKAR-TV Sets Programming

WKAR-TV East Lansing, Mich., this fall will begin its first full year of educational programming with the telecasting of three credit and four non-credit courses.

The credit courses offered are art, typewriting and a methods course in the teaching of reading in elementary school; non-credit courses are *You Wanted to Know, Modern American Sociology, Basic Humanities* and *Two Bits of Culture,* a book review-discussion program. Five courses are planned for the winter term.

RTES Offers Course

RADIO & Television Executive Society, New York, plans a series of courses in timebuying and selling at 13 Tuesday luncheon meetings to be held at Toots Shor's Restaurant, beginning Oct. 26. The course is open to members and non-members. Cost per luncheon is $3.50. Schedule of topics and speakers is in preparation. Registration cards will be ready at RTES headquarters, 420 Lexington Ave., in September.



THREE former students of the National Academy of Broadcasting, Washington, D. C., who had not seen each other since school days in 1950, met while working at a special event sponsored by the 25th Infantry Div. in Korea. L to r: 1st Lt. Robert Gordon, officer in charge of Radio Nomad, an Armed Forces Radio Service outlet; 1st Lt. Thomas Byrne, assistant public information officer, and Pfc Myron (Sandy) Pfoutz, Radio Nomad staff announcer and former chief announcer at WHED Washington, N. C.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

From Pulse May-June
WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

1947—1948
1949—1950
1951—1952
1953—1954

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WCKY

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A reed is never a flute . . . or a flue pipe. So, to be *sure* of capturing all the haunting brilliance of reed instruments—and the full range of sounds of the entire orchestra—always use Soundcraft Tapes! Why?

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10 East 52nd St., N. Y. 22, N. Y.

FOR EVERY SOUND REASON

THE WORLD'S FINEST TAPES...YET THEY COST NO MORE

HUGH BOICE, general manager of WEMP-AM-FM Milwaukee, presents the annual $2,000 "WEMP Radio-Tv Scholarship" for the Marquette U. College of Journalism to Matthew Zale (c), 1954 winner. Ruthann Schefer, 1953 winner, looks on. Winners of the scholarship are determined through competitive examination from among Milwaukee area high school graduates.

Detroit Announcing School

A SCHOOL of practical technique in radio-tv announcing will be opened Sept. 17 in Detroit by Pierre Paulin and Shelby Newhouse, staff announcers at WWJ there. To be known as the Paulin-Newhouse School of Announcing, the school will be located at the United Sound System studios, 5840 Second Blvd. Classes will be limited to 28 students who must pass a preliminary aptitude audition.

WQED (TV) Schedules Courses

HIGH SCHOOL courses for credit, complete with examinations, will be telecast this fall by ch. 13 WQED (TV) Pittsburgh, noncommercial educational station. Starting Sept. 27, WQED will air three series of 18 weekly half-hour telecasts on English, algebra and world history.

During the second semester starting Feb. 4, 1955, English, physics and U. S. history will be given. Registration fee for each course, including examination, is $5. Credits will apply toward high school diploma and college entrance.

To Repeat Tv Course

COURSE on "Problems in the Production of Television Programs" is being offered again this fall by Columbia College, Chicago, on 12-week basis starting Sept. 27. The course is designed for people with professional experience in advertising, merchandising, public relations, art and allied fields who are interested in "practical and usable knowledge" of television.

UCLA Offers Color Course

FORTHCOMING UCLA extension courses for the fall semester include one on color tv engineering, with Edward L. Michaels, supervisor, advance development group, Packard-Bell Co., Los Angeles, as instructor; and two tv writing courses on university campus, with beginners' class taught by Joyce Cook, story editor, Frank Wisbar Productions, and advanced class by David Dortort, vice president, Screen Writers Guild. The UCLA extension division also will offer both beginning and advanced writing courses in Hollywood under the tutelage of Marvin Young, radio-tv consultant.

RADIO

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TELEVISION

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The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

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475 FIFTH AVENUE NEW YORK 17

BILL GIVENS (r), KYW Philadelphia farm director, receives a citation from Harvey Higley, veterans administrator, for work with hospitalized war veterans. Mr. Givens airs a four-hour show each week over the local VA hospital radio, with a transcribed version sent to 160 hospitals.

GE Receives Edison Entries

GENERAL ELECTRIC Co. tube department, Schenectady, N. Y., has announced that it is receiving entries for its third annual Edison Radio Amateur Award, which is to honor the nation's outstanding amateur radio operator. The winner and person responsible for his nomination will receive expense-paid trips to a centrally located city for presentation of the Edison award next February. Judges will be E. Roland Harriman, president, American National Red Cross; Val Peterson, administrator, Federal Civil Defense Administration; Comr. E. M. Webster, FCC, and Goodwin L. Dosland, president, American Radio Relay League.

AWARD SHORTS

Jules Herbuveaux, general manager, WMAQ-WNBQ (TV) Chicago, presented Eisenhower Prayer Award by U. S. Treasury Dept. for services in aiding sale and promotion of Savings Bonds.

Fred L. Bernstein, general manager, WTTM Trenton, N. J., awarded special citation from Mercer County Central Labor Union (AFL) and Central Jersey Industrial Union Council (CIO) for role in production and broadcasting of weekly *Labor Talks It Over.*

Bill Thompson, "Old Timer" on *Fibber McGee and Molly,* NBC Radio, presented Civilian Ground Observer Corps Merit Award for "Outstanding service during past two years."

Danny Thomas, ABC-TV *Make Room for Daddy,* selected by Publicity Club of L. A., to receive first annual "Keys" award for his efforts to found and publicize St. Jude's Foundation, Memphis.

KGO San Francisco, presented award by California State Fair for *Water—California's Liquid Gold* documentary program concerning California's water problem.

WCOL Columbus, Ohio, presented Outstanding Achievement Award from Ohio State Safety Council for station's holiday safety broadcasts aired prior to July 4.

Earl Godwin, commentator, WRC Washington, awarded citation by American Legion for distinguished service as member of Distinguished

SPECIAL DESIGN TOWER takes wave guide for UHF antenna

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½″ x 15″ wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

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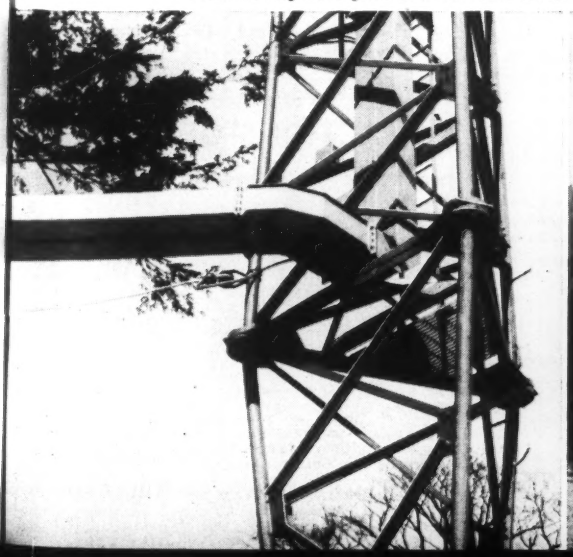
ANTENNA TOWERS

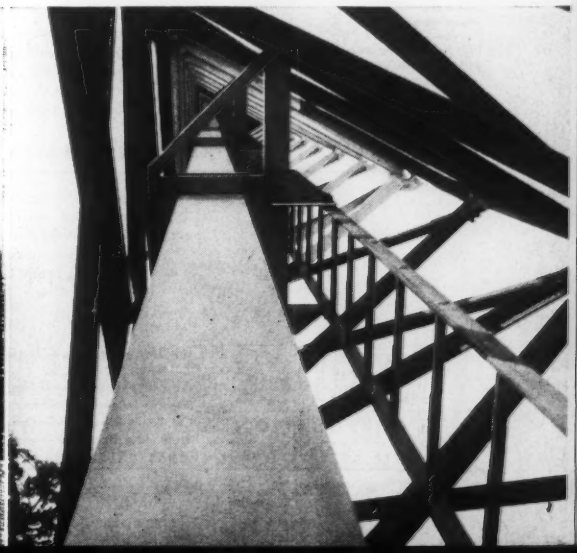
Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

Detail showing wave guide as it leaves the tower.



Note sturdy angle supports for both wave guide and ladder.



AWARDS

Guests Committee for 1954 Legion Convention in Washington.

KRON-TV San Francisco presented award from California State Fair for *Report on Narcotics* documentary program.

Franklin Mitchell, program director, WJR Detroit, presented Wayne U. Educational Broadcasting Award as the broadcaster doing most for educational broadcasts of Wayne University Guild.

WEEI Boston presented bronze plaque as expression of appreciation from CARE.

Sylvania Electric Products Inc., N. Y., radio and television div., presented awards of merit for "exceptional service operations" during past year to two company distributors, Walker Martin Inc., Raleigh, N. C., and C. R. Rogers Corp., Pittsburgh.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

Sept. 2 through Sept. 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[2]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	271	117	388
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	924	337	716	526	1,243[3]
Educational	55		28	27	55[3]
Total	979	337	744	553	1,298[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

FCC Commercial Station Authorizations

As of Aug. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	163
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	120	3	186
New station requests	163	6	14
New station bids in hearing	64	0	174
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

• • •

Am and Fm Summary through Sept. 8

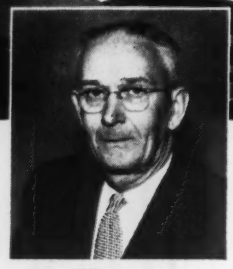
	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,603	2,590	129	163	64
Fm	561	537	36	6	0

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Mayaguez, Puerto Rico—El Mundo Inc. (WKAQ-TV San Juan), vhf ch. 3 (60-66 mc); ERP 25.2 kw visual, 13.6 kw aural; antenna height above average terrain 695 ft., above ground 284 ft. Estimated construction cost $231,294, first year operating cost $25,000, revenue $75,000. Post office address P. O. Box 1072, San Juan. Studio and transmitter location Llanos Tunas, near Cabo Rojo. Geographic coordinates 18° 04' 12" N. Lat., 67° 08' 03" W. Long. Transmitter and antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **Angel Ramos** (70.38%); Sec. **Jose G. Gonzales,** and Treas. **Ramon Arendez.** Mr. Ramos has option to purchase remaining shares of stock. Filed Sept. 1.



"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."

This new Model 600 weighs 28 pounds — price $498 ($545 including carrying case. A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price $149.50.)

• NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

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Accepted as the Signature of Perfection in Tape Machines

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Canadian General Electric Company in Canada.
Write today for further information and complete specifications; Dept. D-1880

AMPEX CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Existing Tv Stations . . .

ACTIONS BY FCC

WNBF-TV Binghamton, N. Y.—Clark Associates Inc. granted mod. of CP for ch. 12 to change ERP to 166 kw visual; 83.2 kw aural; antenna height above average terrain 1,210 ft. Granted Aug. 31; announced Sept. 8.

WBNS-TV Columbus, Ohio—The Dispatch Printing Co. granted CP to change ERP to 224 kw visual; 126 kw aural; antenna height above average terrain 710 ft. Granted Sept. 2; announced Sept. 8.

WHP-TV Harrisburg, Pa.—WHP Inc. granted mod. of CP for ch. 55 to change ERP to 182 kw visual, 100 kw aural; antenna height above average terrain 910 ft. Granted Sept. 1; announced Sept. 8.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. granted STA to operate commercially on ch. 27 for the period ending Feb. 23. Granted Sept. 1; announced Sept. 8.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. granted CP to change ERP to 186 kw visual, 105 kw aural; antenna height above average terrain 930 ft. Granted Sept. 1; announced Sept. 8.

KGBT-TV Harlingen, Tex.—Harbenito Bcstg. Co. granted mod. of CP for ch. 4 to change studio location to 2 miles SE of Harlingen; ERP to 93.3 kw visual, 50.1 kw aural; antenna height above average terrain 410 ft. Granted Sept. 2; announced Sept. 8.

WMTV (TV) Madison, Wis.—Bartell Tv Corp. granted mod. of CP for ch. 33 to change ERP to 209 kw visual, 112 kw aural; antenna height above average terrain 690 ft. Granted Aug. 31; announced Sept. 8.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. granted mod. of CP for ch. 12 to change transmitter location to 5201 N. 13th St.; ERP to 316 kw visual, 158.5 kw aural; antenna height above average terrain 990 ft. Granted Sept. 2; announced Sept. 8.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. informally requests STA to operate on ch. 15 in lieu of present assignment on ch. 74. Filed Sept. 1.

KDVO-TV Corpus Christi, Tex.—Coastal Bend Tv Co. seeks mod. of CP for ch. 22 to change ERP to 18.80 kw visual, 10.18 kw aural; antenna height above average terrain 316 ft. Filed Sept. 2.

KELP-TV El Paso, Tex.—Trinity Bcstg. Corp. seeks mod. of CP for ch. 13 to change ERP to 28.2 kw visual, 16.9 kw aural; antenna height above average terrain 120 ft. Filed Sept. 2.

CALL LETTERS ASSIGNED

WFLA-TV Tampa, Fla.—The Tribune Co., ch. 8.
KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co., ch. 9. Changed from KCRI-TV.

New Am Stations . . .

ACTIONS BY FCC

Prichard, Ala.—Prichard Bcstg. Co. granted 1270 kc, 1 kw daytime. Post office address % Herbert Johnson, 100 Chidester Ave., Mobile. Estimated construction cost $15,208, first year operating cost $55,660, revenue $103,470. Principals include President **G. V. Dismukes** (12.5%), mayor of Prichard; Vice President **Herbert Johnson** (37.5%), WKAB-AM-TV Mobile sales manager; Secretary **George E. Stone** (12.5%), attorney, and Treasurer **H. Eugene Miller** (10%), WKAB chief engineer. Granted Sept. 2.

Tampa, Fla.—H. C. Young Jr. granted 1150 kc, 1 kw daytime. Post office address 3418 Pleasant Valley Rd., Nashville, Tenn. Estimated construction cost $24,277, first year operating cost $60,000, revenue $85,000. Mr. Young is president-general manager and principal stockholder WSOK-AM-FM Nashville, Tenn. Granted Sept. 2.

Pittsfield, Ill.—Pike Bcstg. Co. granted 1580 kc, 250 w daytime. Post office address Box 481 Taylorville, Ill. Estimated construction cost $16,829, first year operating cost $25,000, revenue $30,000. Principals include **Roger L. Moyer** (45¾%), ½ owner WTIM Taylorville, **Keith W. Moyer** (45¾%), general manager WTIM; **Sam H. Morton** (5%), local drug store owner; **Warren W. Taylor**, insurance, and **Caterina Chesi** (2½%). Granted Sept. 2.

APPLICATIONS

Dublin, Ga.—Howard C. Gilreath, 1260 kc, 500 w daytime. Post office address P. O. Box 391, Vidalia, Ga. Estimated construction cost $13,842, first year operating cost $24,000, revenue $36,000. Mr. Gilreath is ⅓ owner and business and commercial manager of WBRO Waynesboro, Ga. Filed Sept. 1.

Fremont, Mich.—Paul A. Brandt, 1490 kc, 100 w unlimited. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of WCEN Mt. Pleasant and WBRN Big Rapids, both in Michigan. Filed Aug. 23.

Advertisement

From where I sit
by Joe Marsh

City Hall Out for Clean Sweep

Seems the boys at City Hall decided to sit up and look around our town a bit. And they didn't like what they saw. Thought the town looked kind of littered.

The Mayor called for us to get busy on a big clean-up. He launched the campaign with an invitation to name the most untidy place in town. The vote was unanimous—for City Hall!

"Guess we should've taken a look here first," says Mayor Thomas. "But, between scrub brush and paint brush, we're going to make City Hall as spankin' clean as the day it opened."

From where I sit, more *reforms ought to start at home. Some folks get so wrapped up in their neighbor's business that they seldom get around to attending to their own. For instance, some people would deprive me of my right to enjoy an occasional glass of beer—simply because they prefer something else. Frankly, I think they ought to "brush up" on tolerance and good neighborliness and pay more attention to their living and less to mine.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

The Dalles, Ore.—C. H. Fisher & Edna E. Fisher d/b as The Dalles Bcstg. Co., 930 kc, 1 kw unlimited, directional night. Post office address 405 W. 9th St., The Dalles. Estimated construction cost $23,200, first year operating cost $60,000, revenue $70,000. Principals in equal partnership include **C. H. Fisher** (50%), owner of KIHR Hood River, Ore., and 1/3 owner KVAL-TV Eugene, Ore.; and his wife **Edna E. Fisher** (50%). Filed Sept. 2.

West Warwick, R. I.—Neighborly Bcstg. Co., 980 kc, 1 kw daytime. Post office address 205 Blackston St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals include Pres. **Jack C. Salera** (47½%), 47½% owner-manager WNRI Woonsocket, R. I.; Secretary **Peter B. Gemma** (47½%), and Treas. **Lorraine M. Salera** (5%). Filed Sept. 4.

Morgantown, W. Va.—C. Leslie Golliday tr/as Morgantown Bcstg. Co., 1300 kc, 500 w daytime. Post office address P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $13,608, first year operating cost $36,000, revenue $60,000. Mr. Golliday is ½ owner and manager of WEMP-AM-FM Martinsburg, W. Va. Filed Sept. 1.

APPLICATION AMENDED

Rosedale, Md.—1360 Bcstg. Co. amends bid for new am station on 1360 kc 1 kw daytime, directional to change station location to Dundalk, Md. Filed Sept. 3.

Existing Am Stations . . .

ACTIONS BY FCC

WMTM Moultrie, Ga.—Colquitt Bcstg, Co. granted CP to change from 1 kw to 5 kw on 1300 kc daytime. Granted Sept. 2.

WCED DuBois, Pa. — Tri-County Bcstg. Co. granted CP to change from 1230 kc 250 w unlimited to 1420 kc 500 w night, 5 kw day, unlimited, directional. Granted Sept. 2.

WCOJ Coatesville, Pa.—Chester County Bcstg. Co. granted CP to change from 1 kw daytime to 5 kw unlimited, directional night on 1420 kc. Granted Sept. 2.

APPLICATIONS

WBUY Lexington, N. C.—Omar G. Hilton & Greeley N. Hilton d/b as Davidson County Bcstg. Co. seeks CP to change from 1450 kc 250 w unlimited to 1440 kc 5 kw daytime. Filed Sept. 1.

WALD Walterboro, S. C.—Walterboro Bcstg. Co. seeks CP to change from 1490 kc 250 w unlimited to 1220 kc 1 kw daytime. Filed Sept. 2.

New Fm Stations . . .

ACTIONS BY FCC

Atlanta, Ga.—Glenkaren Associates Inc. granted CP for new Class B fm station on ch. 225 (92.9 mc); ERP 11 kw; antenna height above average terrain 135 ft. Granted Sept. 2.

St. Louis, Mo.—Commercial Bcstg. Co. granted CP for new Class B fm station on ch. 273 (102.5 mc); ERP 9.5 kw; antenna height above average terrain 215 ft. Granted Sept. 2.

Existing Fm Stations . . .

ACTIONS BY FCC

KRKD-FM Los Angeles, Calif.—Radio Bcstrs. Inc. granted CP to change ERP from 15 kw to 54 kw. Granted Sept. 2.

WFMT (FM) Chicago, Ill.—Gale Bcstg. Co. granted CP to change ERP from 34 kw to 28 kw; antenna height above average terrain 550 ft. Granted Sept 2.

WENR-FM Chicago, Ill.—American Bcstg.-Paramount Theatres Inc. granted CP to change ERP from 14.5 to 4.3 kw. Granted Sept. 2.

WILL-FM Urbana, Ill.—U. of Ill. granted mod. of CP to change to ch. 215 (90.9 mc); ERP to 300 kw; antenna height above average terrain 500 ft. Granted Sept. 2; announced Sept. 8.

WUOM (FM) Ann Arbor, Mich.—Regents of U. of Mich. granted CP to change ERP to 92 kw, antenna height above average terrain 460 ft. Granted Sept 2; announced Sept. 8.

WJW-FM Cleveland, Ohio—WJW Inc. granted CP to change ERP from 19 kw to 2.8 kw. Granted Sept. 2.

Ownership Changes . . .

ACTIONS BY FCC

WMSL-AM-TV Decatur, Ala.—Tennessee Valley Bcstg. Co. granted voluntary assignment of license to Tennessee Valley Radio and Tv Corp. for $40,400. Purpose of application is to acquire additional capital. Principals include President **Frank Whisenant** (69.8%); Vice President **Bryon McAfee** (2½%), register of Morgan County (Ala.) Circuit Court; Treasurer **Alice A. Whisenant** (5%), and 19 other local stockholders. Granted Sept. 8.

KLOK San Jose, Calif.—E. L. Barker & Erwin L. Barker, administrator of the estate of Claribel Barker, deceased, Paul Grimm, administrator of the estate of T. H. Canfield, and Opal A. Canfield d/b as Valley Bcstg. Co. seek voluntary assignment of license to E. L. Barker (60%), individually, and as administrator of the Estate of Claribel Barker (40%). Erwin L. Barker purchases the Canfields 20% interest for $7,500. Granted Sept. 3; announced Sept. 8.

KAGR Yuba City, Calif.—John Steventon granted voluntary assignment of license to James Emile Jaeger for $20,000 plus 90% of account receivable. Mr. Jaeger is owner-manager KILA Hilo, Hawaii. Granted Sept. 8.

WGMA Hollywood, Fla.—Circle Bcstg. Corp. granted voluntary assignment of license to South Jersey Bcstg. Co. for $25,000 and assumption of certain obligations for approximately $9,000. South Jersey Bcstg. is owner of WKDN-AM-TV Camden, N. J. Principals include President-Treasurer **Ranulf Compton** (34%), Vice Presidents **Florence Compton** (20%), **William Ranulf Compton** (14%), and **Douglas M. Compton** (14%), and Secretary **Alice True Giffen** (14%). Granted Sept. 8.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. granted voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordnance works foreman. Granted Sept. 8.

WNRI Woonsocket, R. I.—Antoinette D. Mailloux, administrator of the estate of Raymond A. Mailloux, deceased, Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co. granted voluntary assignment of CP to Friendly Bcstg. Co. for stock interest in new company. Principals will now include **Jack C. Salera** (32%). Vice President **John Costa** (23%), engineer at WPAW Pawtucket, R. I.; Secretary **Roger A. Nault** (12%), Treasurer **Joseph Britto** (23%), engineer WRJ Newport, R. I., and **Daniel Rubino** (10%). Granted Sept. 8.

APPLICATIONS

WHOO-AM-FM Orlando, Fla.—WHOO Inc. seeks voluntary transfer of control through sale of all stock to Radio Florida Inc. for $295,000. Principal stockholder of Radio Florida is **Mowry Lowe,** former general manager of WEAN Providence, R. I.

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KJRL Pocatello, Idaho—Radio & Tv Bcstg. Co. of Idaho seeks voluntary assignment of license to Pocatello Tv Corp. This is consolidation of standard stations KJRL to KWIK with KWIK facilities being surrendered and KJRL taking over the call letters. Each will now own 50% interest. Eastern Idaho Bcstg. & Tv Corp., licensee of KWIK-AM-TV, has purchased subject to FCC approval ch. 6 KISJ (TV) Pocatello. Filed Aug. 31.

KTRF Thief River Falls, Minn.—Henry K. Arneson seeks voluntary assignment of license to KTRF Radio Corp. for $55,000. Principals include Pres. **D. L. Olso** (28.8%), KTRF manager; Vice Pres. **O. D. Berch** (28.8%), optometrist; Treas. **L. A. Ihle** (28.8%), insurance agent, and Sec. **Robert A. Wurst** (13.4%), attorney. Filed Sept. 2.

Hearing Cases . . .

OTHER ACTIONS

Rules on Political Broadcast Rates—By Report and Order the Commission finalized its proposal in Docket 11092 and incorporated in its am, fm and tv broadcast rules a 1952 amendment to the Communications Act which stipulates that the charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charges made for comparable use of the station for other purposes. The amendments become effective immediately. Action Sept. 2.

Bluefield, W. Va.—Ch. 6 proceeding. By Order the Commission denied petitions by Daily Telegraph Printing Co. to enlarge issues and for further relief and waiver of Sec. 1.389 of Commission rules, in consolidated proceeding involving applications of petitioner and Southern W. Va. Television Inc., for construction permit for a new tv station on ch. 6 in Bluefield, W. Va. Action Sept. 2.

Hearing Calendar . . .

Sept. 13

Indianapolis, Ind.—Ch. 13, before Examiner Millard F. French—WIRE, WIBC, Mid-West Tv Corp., Crosley Bcstg. Corp.

Omaha, Neb.—Ch. 7, before Examiner Isadore A. Honig—KFAB, Herald Corp.

Latrobe, Pa.—New am, 1480 kc, before Examiner Herbert Sharfman—Latrobe Bcstrs., WARD Johnstown, Pa.

Hatfield, Ind.—Ch. 9, before Examiner Thomas H. Donahue—WOMI, WVJS Owensboro, Ky.

Sept. 14

Providence, R. I.—Ch. 12, before the Commission en banc — Cherry & Webb Bcstg. Co., (WPRO-TV), WNET (TV).

Shreveport, La.—Ch. 12, before the Commission en banc—Shreveport Tv Co., KRMD, Southland Tv Co.

Pittsburgh, Pa.—Ch. 11, further hearing before Examiner Charles J. Frederick—KDKA, WWSW, WJAS.

Sept. 15

Charlotte, N. C.—Ch. 9, further hearing before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp., Carolinas' Tv Corp.

Erie, Pa.—Renewal of License, before Examiner Herbert Sharfman—WICU.

Washington, D. C.—Ch. 20, before Examiner H. Gifford Irion—WGMS.

Sept. 16

Boston, Mass.—Ch. 5, further hearing before Examiner James D. Cunningham—WHDH, WEEI, WCOP, Greater Boston Tv Corp., Mass. Bay Telecasters Inc.

Sept. 17

Oakland, Calif.—Ch. 2, further hearing before Examiner Thomas H. Donahue—Tv East Bay, Channel Two Inc., San Francisco-Oakland Tv Inc.

Routine Roundup . . .

September 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

Indianapolis, Ind., Crosley Bstg. Corp.—Granted petition for leave to amend its application for ch. 13 (Docket 10948; BPCT-1837) to reflect certain necessary personnel changes.

Indianapolis, Ind., Mid-West Tv Corp.—Granted petition for leave to amend its application for

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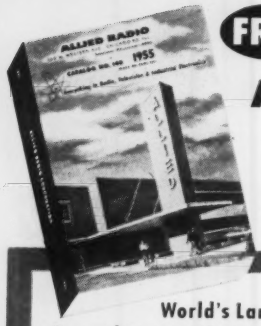

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ch. 13 (Docket 10947; BPCT-1599) to reflect certain necessary personnel changes.

Ordered a hearing conference to be held Sept. 2, in re applications for ch. 13 in Indianapolis, Ind. (Dockets 8906 et al); and continued to Sept. 13 the hearing now scheduled for Sept. 8 in this proceeding.

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—Postponed from Sept. 13 to Oct. 11 the date for taking of testimony in re proceeding for ch. 7, and postponed to Oct. 6 the date for the exchange of exhibits by counsel for KFJI and for filing of exhibits by counsel for Klamath Falls (Dockets 10980-81).

Omaha, Neb., KFAB Bcstg Co.· Herald Corp.—The Examiner, on his own motion, postponed from Sept. 8 to Sept. 13 the date for commencement of the taking of testimony in proceeding re ch. 7 (Dockets 9009, 10909).

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co., Paducah Newspapers Inc.—Granted motion of Paducah Newspapers for continuance of further hearing from Sept. 7 to Sept. 9, in re applications for ch. 6 (Dockets 10875-76).

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bcstg. Co.—Granted petition for leave to amend its application for ch. 11, to reflect information re officers, etc. (Dockets 8694 et al). (Action of 8/30).

Granted in part, joint petition of City of Jacksonville, et al., applicants for ch. 12 in Jacksonville, Fla., for adjournment of hearing in this proceeding from Aug. 27 to Sept. 20 (Dockets 10833 et al). (Action of 8/27).

By Hearing Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Eqpt. Co.—Upon request of WDON continued hearing from Sept. 3 to Sept. 17, in re applications for am facilities (Dockets 11104 et al).

Washington, D. C., Washington Metropolitan Tv Corp.—Advanced hearing now scheduled for Oct. 25 to Sept. 15 in re application for ch. 20 (Docket 11069).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., The Times-Picayune Pub. Co.—Granted petition for leave to amend its application for ch. 4 to reflect certain necessary personnel changes (Dockets 10795 et al).

By Hearing Examiner Herbert Sharfman

Ordered Oral Argument for Sept. 7 on petition and supplemental petition to reopen the record, filed by Public Service Television Inc., applicant for ch. 10 in Miami, Fla. (Dockets 9321 et al.)

On request of Columbia Bcstg. System Inc., and without objection by counsel for Zenith Radio, revised the timetable in the hearing order of June 30 as follows: Applicants to exchange written cases by Sept. 29; parties to notify each other of witnesses to be produced for cross-examination by Oct. 7, and testimony to start on Oct. 11, 1954, in re proceeding for ch. 2 in Chicago (Dockets 8917 et al.)

By Hearing Examiner J. D. Bond

KVMC Colorado City, Tex., Colorado City Bcstg. Co.—Ordered that KVMC and respondent KWOE and the Chief of the Broadcast Bureau or attorneys for said parties, shall appear on Sept. 21 for a conference to be held then in re am application (Docket 11075).

Zephyr Cove, Nev., Voice of Lake Tahoe—Ordered that applicant and the Chief of the Broadcast Bureau, or the attorneys for said parties in proceeding re am facilities (Docket 11029) shall appear for a conference on Sept. 21.

BROADCAST ACTIONS

The Commission en banc, by Commissioners Webster (Acting Chairman), Bartley, Doerfer and Lee.

Muleshoe, Tex., Blackwater Valley Bcstrs., Muleshoe Bcstg. Co.—Adopted a corrected order to include statement that both parties are found to be financially qualified as applicants for new am stations seeking 1570 kc, 250 w, D (BP-9055, 9203), which were designated for hearing Aug. 4.

Construction Permit

WJHL-FM Johnson City, Tenn., WJHL Inc.—Granted reinstatement of expired CP for a Class B fm station (BPH-1960), for a period of two months.

September 2 Applications

ACCEPTED FOR FILING

Remote Control

KCBQ San Diego, Calif., KCBQ Inc.—(BRC-512).

WMTR Morristown, N. J., Morristown Bcstg. Corp.—(BRC-510).

KRIS Corpus Christi, Tex., Gulf Coast Bcstg. Co.—(BRC-509).

Renewal of License

WIFM Elkin, N. C., Tri-County Bcstg. Co.—(BR-2761).

WEVA Emporia, Va., Stone Bcstg. Corp.—(BR-2758).

WHAP Hopewell, Va., Hopewell Bcstg. Co.—(BR-2235).

WJWS South Hill, Va., Old Belt Bcstg. Corp.—(BR-2884).

WWYO Pineville, W. Va., Wyoming Bcstg. Co.—(BR-2226).

September 3 Applications

ACCEPTED FOR FILING

Remote Control

KBLO Hot Springs, Ark., National Park Bcstg. Co.—(BRC-513).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—(Contingent on grant of BMP-6625). (BRC-515).

WWOK Charlotte, N. C., Queen City Bcstg. Co.—(Contingent on grant of BMP-6617). (BRC-516).

WSSB Durham, N. C., Public Information Corp.—(Contingent on grant and licensing of BP-9425). (BRC-511).

WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co.—(BRC-517).

KSML Seminole, Tex., Marshall Formby and Clinton Formby d/b as Seminole Bcstrs.—(BRC-514).

Renewal of of License

WBAL Baltimore, Md., The Hearst Corp.—(BR-152).

WDON Wheaton, Md., Everett L. Dillard tr/as Commercial Radio Equipment Co.—(BR-2883).

WKEY Covington, Va., Earl M. Key—(BR-1121).

Modification of CP

WFBC-TV Greenville, S. C., WMRC Inc.—Mod. of CP (BPCT-1132) as mod., which authorized new tv station for extension of completion date to 12-31-54. (BMPCT-2446).

KWFT-TV Wichita Falls, Tex., Wichita Falls Television Inc.—Mod. of CP (BPCT-1309) as mod., which authorized a new comm. tv station for extension of completion date from 9-22-54. (BMPCT-2447).

KRMA-TV Denver, Colo.,School District No. 1 in the City and County of Denver and State of Colorado—Mod. of CP (BPET-30) which authorized new noncommercial tv station for extension of completion date to 6-24-55. (BMPET-47).

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September 7 Applications

ACCEPTED FOR FILING

Renewal of License

WBAW Barnwell, S. C., Blue Ridge Bcstg. Co., (BR-2881).

Renewal of License Returned

WENC Whiteville, N. C., Whiteville Bcstg. Co. (BR-1311).

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—License to cover CP BHP-1817 which authorized change in ERP and antenna system. (BLH-995).

Modification of CP

WCAU-FM Philadelphia, Pa., WCAU Inc.—Mod. of CP (BPH-1903) as mod. for extension of completion date (BMPH-4944).

Renewal of License

WEVA-FM Emporia, Va., Stone Bcstg. Corp. (BRH-715).

KTVA (TV) Anchorage, Alaska, Northern Television Inc.—Mod. of CP (BPCT-1706) as mod., which authorized new tv station to extend completion from 9-29-54 (BMPCT-2449).

KRBB (TV) El Dorado, Ark., South Arkansas Television Co.—Mod. of CP (BPCT-1590) which authorized new tv station for extension of completion date to 4-24-55 (BMPCT-2461).

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1424) as mod., which authorized changes in facilities of existing tv station to extend completion date from 10-10-54 (BMPCT-2462).

KEYT (TV) Santa Barbara, Calif., Santa Barbara Bcstg. and Television Corp.—Mod. of CP (BPCT-1122) as mod., which authorized new tv station for extension of completion date to 11-26-54 (BMPCT-2448).

WFTL-TV Ft. Lauderdale, Fla., Tri-County Bcstg. Co.—Mod. of CP (BPCT-997) as mod., which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2456).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1493) as mod., which authorized changes in facilities of existing tv station to extend completion date from 10-16-54 (BPCT-2460).

WIBW-TV Topeka, Kan., Topeka Bcstg. Assn. Inc.—Mod. of CP (BPCT-371) as mod., which authorized new tv station for extension of completion date to 4-3-55 (BMPCT-2458).

WAFB-TV Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—Mod. of CP (BPCT-1682) as mod., which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2452).

WNCT (TV) Greenville, N. C., Carolina Bcstg. System Inc.—Mod. of CP (BPCT-898) as mod., which authorized new tv station for extension of completion date to 1-31-55 (BMPCT-2454).

WAPA-TV San Juan, P. R., Jose Ramon Quinones—Mod. of CP (BPCT-904) as mod., which authorized new tv station for extension of completion date to April, 1955 (BMPCT-2459).

WSIX-TV Nashville, Tenn., Louis R. Draughon, etc. WSIX Bcstg. Station—Mod. of CP (BPCT-532) as mod., which authorized new tv station for extension of completion date to 3-29-55 (BMPCT-2451).

KROD-TV El Paso, Tex., El Paso Times Inc.—Mod. of CP (BPCT-673) as mod., which authorized new tv station for extension of completion date to 3-30-55 (BMPCT-2453).

WTAP (TV) Parkersburg, W. Va., West Virginia Enterprises Inc.—Mod. of CP (BPCT-1295) as mod., which authorized new tv station for extension of completion date to 4-1-55. (BMPCT-2455).

September 8 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Isadore A. Honig

Appalachian Bcstg. Co., Bristol, Va.—By Memorandum Opinion and Order, Appalachian's Petition of August 12, to enlarge the issues in the ch. 5 proceeding (Dockets 10879-80) was denied in all respects.

By Hearing Examiner Herbert Sharfman

WKAT Inc., Miami Beach, Fla.—Granted request for extension of time to October 15, to file proposed corrections of the transcript in ch. 10 proceeding (Dockets 9321 et al) (Action of 9/2).

Ordered a hearing conference to be held on Sept. 8 to discuss a "list of corrections" to its McFarland data, submitted by Zenith Radio Corporation with its letter of Aug. 19, 1954, and to which general objection has been taken by Columbia Broadcasting System, Inc. (WBBM-TV), Chicago, Ill., in its letter of Aug. 31, 1954 (Dockets 8917, et al—Channel 2 proceeding) (Action 9/3).

By Hearing Examiner H. Gifford Irion

Piedmont Electronics and Fixture Corp., Charlotte, N. C.—Upon oral request by Piedmont, ordered that the further hearing in ch. 9 proceeding be continued from Sept. 13 to Sept. 15 (Dockets 8837, et al).

By Hearing Examiner J. D. Bond

Great Lakes Bcstg. Co., Toledo, Ohio—Granted motion for extension of time from Sept. 7, to Sept. 13, for the exchange of further information in ch. 11 proceeding (Dockets 11084, et al.).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of September 8

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WFBC-TV Greenville, S. C., to 3-29-55; KWFT-TV Wichita Falls, Tex., to 3-22-55.

Actions of September 2

Remote Control

The following stations were granted authority to operate transmitters by remote control: WMTR Morristown, N. J.; KCBQ San Diego, Calif.; KRIS Corpus Christi, Tex.; WTOB Winston-Salem, N. C.; KSML Seminole, Tex.; KBLO Hot Springs, Ark.

Modification of CP

WWBG Bowling Green, Ohio, Howard R. Ward—Granted Mod. of CP to change type transmitter and specify studio location; condition (BMP-6605).

KWTV (TV) Oklahoma City, Okla., Oklahoma Television Corp.—Granted Mod of CP for extension of completion date to 3-22-55.

Actions of September 1

Granted License

WMAR-TV Baltimore, Md., The A. S. Abell Co.—Granted license for changes in facilities of tv broadcast station (BLCT-183).

Modification of CP

KALB-TV Alexandria, La., Alexandria Bcstg. Co.—Granted Mod. of CP to make minor antenna and other equipment changes; antenna 560 feet (BMPCT-2439).

(Continued on page 139)

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ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 5-1230—Executive 5-5551
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Commercial manager; radio broadcasting station in midwest; experienced, high-calibre, well versed advertising man experienced in making agency calls in New York, Chicago, etc., and directing and trouble shooting local sales; excellent opportunity for the right man. Box 617E, B•T.

Excellent Pacific northwest opportunity cost-conscious manager; small market; preferably willing share earnings, buy interest. Write completely. Box 621E, B•T.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Salesman—Top audience station in market has opening for energetic salesman. Liberal commission. This Pennsylvania station affiliated with number one network. Box 523E, B•T.

Can you sell radio in a north central city over a hundred thousand population? Leader of two stations, independent, salary, commission, permanent, best opportunity, no hamstringing. Send full details. Box 572E, B•T.

Guaranteed $300.00 monthly draw against 15% to experienced, hardworking, ambitious salesman. By local, livewire station in eastern Carolina, expanding sales force. No house accounts. Beautiful, booming small city. Competitive market. Prefer man familiar southeastern selling. Write or wire Box 616E, B•T.

Permanent position with North Carolina station for an aggressive, experienced salesman, willing to work. Must furnish references. Base plus commission. Box 638E, B•T.

Want salesman for 1000 watt midwest independent. Easy selling for man who can sell special events. Exceptional position with opportunity for advancement. Box 640E, B•T.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

WKBH, 5,000 watt NBC, LaCrosse, Wisconsin, needs experienced local salesman. Permanent, attractive proposition. Send background, resume and recent photo to Robert Morrison, Sales Manager.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Combination early morning man; sports announcer. Needed immediately for sports-minded, wide-awake, progressive station. Only experienced need apply. Box 602E, B•T.

Help Wanted—(Cont'd)

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Announcer-copywriter. 1st phone preferable. Arizona kilowatt. Mutual affiliate. $1.62½ per hour. Send audition and resume to Box 627E, B•T.

Local midwest network radio station wants experienced announcer. Box 635E, B•T.

Need experienced announcer, sports and general staff work. Permanent, good working conditions. Write D. A. Wommack, KALT, Atlanta, Texas.

Combination announcer-engineer, first class ticket. No maintenance, mostly announcing. Needed immediately. Write or wire Sam W. Anderson, Manager, KFFA, Helena, Arkansas.

Needed—announcer with good resonant voice. One year's experience necessary. Start $50 for 40 hours. Advancement depends on you. Send tape and picture to WBBB, Burlington, North Carolina.

Needed immediately, announcer. $60.00. week to start. Apply at WGWC, Selma, Alabama.

Hillbilly DJ wanted. Short hours, good pay. Position open in one of the south's richest counties. Good opportunity for extra compensation. WKUL, Cullman, Alabama.

If you're a good announcer, we need you. You must be experienced, you must know how to sell on the air. Competitive Washington, D. C., market. Salary plus talent. Send tape with first letter, WPIK, Virginia Theatre Building, Alexandria, Virginia.

Technical

Station needs first class engineer with ability to announce well. Apply by letter only. Box 548E, B•T.

First class technicians needed. Union scale. Am-tv newspaper owned operation. Box 561E, B•T.

First class engineer capable of keeping 250 watt station on the air. Must be able to announce. $85 for 48 hours. Apply WJIG, Tullahoma, Tenn., at once.

Wanted chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

First phone operator, network station. WSYB, Rutland, Vermont.

Production-Programming, Others

Executive secretary (female) with experience in radio for position in mid-Atlantic states. Preferable knowledge acquired in smaller operations. Unique opportunity. Box 802D, B•T.

Copywriter . . . male or female. Will also do airwork. Send sample copy, tape, photo to WBRN, Big Rapids, Michigan.

Working news director, man or woman, capable heading news bureau and gathering and writing local news and editing and rewrite wire news. Salary begins one hundred and fifteen per week. Air transportation advanced. Airmail resume, ability, experience and date available to Nancy Warner, Radio Anchorage Inc., Box 1960, Anchorage, Alaska.

Help Wanted—(Cont'd)

Television

Announcer

Michigan tv station needs immediately, one newscaster and one general announcer, latter preferably with farm, weather and hunting-fishing background, but will consider all. Applicants with Michigan background preferred. Box 611E, B•T.

Situations Wanted

Managerial

General manager—over 20 years experience. Familiar all phases radio-uhf tv. Excellent references. Box 606E, B•T.

Manager available. New or established small station. Excellent record, references. Box 629E, B•T.

Salesmen

Young man, background in sales, advertising, merchandising, copy, programming and production. Seeks position as time or film sales or buyer. Box 645E, B•T.

Salesman: 4½ years excellent experience. Desire to relocate in larger town but will consider right deal in small town. Will do combination work, DJ, or play-by-play. 27, married. Box 648E, B•T.

Salesman. Young—aggressive—dynamic. Wants good deal. Les Lazarus, 52 Cuttler Street, Winthrop, Mass.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Announcer, six years experience. Three years at present station. Seeking larger market. Excellent references. Box 515E, B•T.

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Announcer, combo, newscaster, DJ, can write good copy. Available immediately. Box 563E, B•T.

First phone. Write copy, edit news. Emphasis announcing. 4 years. Box 590E, B•T.

Staff announcer with four years experience desires Florida, will pay expenses. Box 592E, B•T.

Ambitious, experienced, versatile announcer. Married, veteran. Desire permanency. Chance for advancement. Box 593E, B•T.

Announcer, 2½ years radio experience. Desire locate east or south. Box 599E, B•T.

Experienced announcer, radio and tv, NBC trained, college grad. Married—now employed. Box 610E, B•T.

You name it, I've got it. Experienced radio-television-deejay, sports, news, continuity. Versatility plus! Dynamic personality. Sure fire promoter. Box 612E, B•T.

Announcer-combination. Four years experience as DJ, with CBS 10,000 watt affiliate. Can write selling copy. Age 29, college graduate, single. Box 619E, B•T.

No claim fame. Eight years proven; not liability. Versatile. Tv-radio. Employed major market. Married, not drifter. Box 622E, B•T.

Good music—newsman, 3 years. B.A. degree, married, draft exempt. Employed. Southern Florida. Tape, resume. Box 624E, B•T.

Announcer, control board operator. Reliable, two years experience—desires staff connection. News-deejay. Strong on commercials—travel. Available immediately. Resume, tape. Box 625E, B•T.

Situations Wanted—(Cont'd)

Open for offers—no commercial experience—former university staff. Box 634E, B•T.

Announcer—news, music, good selling voice. Tape, photo on request. Box 639E, B•T.

Experienced announcer, network, independent. Excellent news. Commercials, DJ. Deep voice. Relaxed delivery. Operate board. Tape, top references. Box 644E, B•T.

Announcer—smooth commercials, news, dee jay, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn 3, New York. EVergreen 5-4256.

Accomplished staff announcer, strong sports background, platter personality, experienced MC and vocalist. Married, veteran, tape, references. Ed Byrne, 167 E. 99th Street, New York 29, N. Y.

Announcer, 26, experienced. Strong on news, play-by-play, DJ. Operate board. Veteran. Travel. Tape, resume, Dick Kent, 1704 West Virginia Avenue N. E., Washington, D. C. Telephone LI 6-3890.

Negro DJ—experienced in commercial reading and writing, newscasting, control board. Holds 3rd class license—excellent health—single. Cambridge graduate. Resume and tape on request. Dave Oliver, 31-34 98th Street, Corona, Long Island, N. Y. HAvermyer 9-0957.

Early morning DJ team, man and woman, "kidnapers of competitors audiences". Large or small stations having tough morning competition should be interested. Staff or contract with talent. Capable on other shows. Both operate board, third tickets. Desire opportunity to sell, also. Present employer best reference. Available immediately. Phone Ted Roberts or Jan Evans, 8 to 12 noon, Spartanburg, S. C., 3-1400, or wire 260 Hydrick Street.

Announcer, some experience, smooth news, dee-jay, commercials. High potential. Mark Shore, 751 East 178th Street, Bronx 57, New York. CYpress 9-3437.

Experienced announcer. Network affiliate and indie background. Strong music, news, sports. College grad, single, 27. Summit 6-6306-J, New Jersey.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Engineer, 1st phone. Five years experience, transmitter, remotes, maintenance. Available immediately. Prefer middle-west. Box 595E, B•T.

Straight engineer, 4 years experience, first phone, ham license, now available. Box 597E, B•T.

Engineer, single, first phone, two years experience am-fm broadcasting. Conscientious operator, thorough technician. Available for permanent employment anywhere. Wages secondary. Box 608E, B•T.

Have good straight engineer with 1st class license available for employment. Married, 40, has car, 7 years commercial radio experience. Can announce in emergency. Interested in position, Maryland, Virginia, Pennsylvania or West Virginia. Leaving us because of switch to combo operation. Recommend him highly. Contact C. Leslie Goliday, WEPM, Martinsburg, W. Va.

Engineer, experienced, 1st license, veteran, age 27, single, car. Write Robert Gray, 20-19 20th Street, Astoria 5, Long Island.

First phone, 5 years transmitters, remotes, console, recording. Age 27, married, car. Can't announce, prefer Carolinas. R. Munford, Box 257, Blythe Island, Brunswick, Georga. Phone 2242-XJ.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

Production-Programming, Others, etc.

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Male copywriter-announcer, five years radio-tv. Available immediately all-around duty. Box 558E, B•T.

News editor-writer. Five years national radio network, 2 years newspaper, 1 year public relations, plus journalism degree. Thoroughly competent most phases radio. Single, 31. Will consider any offer. Box 604E, B•T.

Situations Wanted—(Cont'd)

Top man available Sept. 15th . . . radio or tv. News editor . . . DJ . . . spot sales results excellent . . . tv pitch man. Must be permanent. Box 609E, B•T.

Continuity writer, experienced, male with A.B. degree in radio, prefers south. Box 626E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 630E, B•T.

Television

Situations Wanted

Announcers

Married, 31 years old, two children, 10 years experience radio and television as exceptionally good staff announcer. Extremely versatile as performer. Immediate availability. Desire permanent position with eastern television station. Box 545E, B•T.

Looking for a top radio-tv personality to head your tv sports operation?? Now "hear this"—highly successful in million plus market in twenty-five thousand bracket for past several years. Offer tremendous experience in all sports—radio-tv. Baseball—major league and triple A, both radio and tv. Ditto basketball, football, hockey, golf, tennis and boxing. Add daily shows in both media. Movie and production experience. Graduate school education and public relations training. Polished after dinner speaker. Interested? Any correspondence must be confidential. Box 618E, B•T.

Now available—sports director, all-around sports experience in tv and am. Now at 50 kw am, 100 kw tv, southwest metropolitan, NBC affiliate. Economy wave eliminating job, desire relocation sports minded area, emphasis on tv. Good background as staffer, on camera commercials, can build sports audience. Discuss salary. Married. Tape, top references present employer. Location unimportant if conditions satisfactory. Box 628E, B•T.

Technical

Tv studio, transmitter, am, fm experience, first phone, announcer, married, veteran. East coast preferred. Box 594E, B•T.

Employed am transmitter engineer, first phone, two years' video education seeking tv opportunity. Box 601E, B•T.

Television transmitter engineer, 2½ years experience high power vhf, desires to relocate. Box 615E, B•T.

Production-Programming, Others

Television producer-director. Four years experience all phases television including engineering. Diversified background, sales promotion, teaching. Seeks position with progressive vhf tv station or agency. Family man, available immediately. Inquiries answered promptly. Box 598E, B•T.

TV producer-director—major market experience, competent, creative, commercial. Box 598E, B•T.

Film editor, year experience, single, vet. Have good photographic background. West Coast preferred but will relocate anywhere. Box 600E, B•T.

Programming. Feminine apprentice producer. Ideas. Continuity. Train talent. Promotion. Southern. Box 605E, B•T.

Top calibre program manager and announcer, 37, who programs for sales because he knows sales. Past 4 years partner Hollywood advertising agency: 17 years all phases tv-radio. Want permanent location tv-radio medium market. Finest references, photo, details. Box 620E, B•T.

Situations Wanted—(Cont'd)

Got CP? Thoroughly experienced PD put successful station on air. Can do same for you. Box 631E, B•T.

PD, five years' radio-tv experience, seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 632E, B•T.

For Sale

Stations

1000 watt Rocky Mountain daytime grossing about $75,000 annually. Excellent terms to capable operator. All or control. Box 551E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

One kw, Raytheon transmitter, four years old. Excellent condition—tuned for 960 kc. Available immediately. Make offer. Michigan. Box 607E, B•T.

Remote control unit for transmitter operation. Meets FCC requirements. Only $795.00. Box 636E, B•T.

20 kw, high band vhf transmitter available 1 January. Also, channel 11, 12 bay antenna and diplexer. Box 641E, B•T.

400 records and transcriptions—plus audio equipment for quick sale. List on request. Box 643E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

103 ft. Blaw-Knox self-supporting tower and insulators, available dismantled—highest bidder. Also 2 bay General Electric antenna and mast. Graydon Ausmus, WUOA, University, Alabama.

480′ of 6⅛" Andrew's coaxial feedline, complete with gas barriers, angle bends, hangers and all miscellaneous hardware. A fraction of original cost. Tower Contracting Company, Greenville, Mississippi.

(Continued on next page)

THIS IS A TRUE STORY!!!

There was a salesman working for a station in a large Southern city making $6000 a year. With the same amount of sales, he would have made $9000 working for us. He joined our organization and after three months, during which he demonstrated superior sales ability, he moved up as manager of one of our stations at better than double his last year's pay. We need two experienced, sincere, capable salesmen, as we are expanding our organization. High ratings, aggressive promotion, competitive rates and specialized appeal make our station highly salable. Now carrying more local and national business than competitive indies. Excellent guarantee, 15% commission, car allowance, annual performance bonus. Your past performance record will be carefully checked. Give full details first letter, including late photo.

The OK Group

505 BARONNE, NEW ORLEANS, LA.

NEW ORLEANS HOUSTON BATON ROUGE LAKE CHARLES

Wanted to Buy

Stations

Experienced broadcaster wants radio station, small or medium market, east or south. Prompt action on all replies. Confidential. Box 562E, B•T.

Private party will purchase 250 w-1000 w established am station. Eastern Pa., N. J., Delaware, or Md. Box 614E, B•T.

Equipment Etc.

5 kw am transmitter, must be in good condition and reasonably priced. Box 581E, B•T.

250 watt am transmitter with monitors, limiting amplifiers and two insulated guyed towers, one 200 feet and the 300 feet with lights. Also 160 feet Andrew type 452 3⅛ inch transmission line. Box 613E, B•T.

Low power fm transmitter and associated equipment. Advise lowest cash price and full particulars. Box 637E, B•T.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

Want good used 1000 watt FCC approved, commercially built am transmitter. A. P. Marsh, Box 406, Bedford, Va.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood. California.

Help Wanted

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

This is a story about a Texas Cancellation

G. F. Roberts of KGKL, San Angelo, Texas, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Help Wanted—(Cont'd)

LIVE MAN NEEDED IN HAWAII

Don't wait till you're dead to go to Heaven! Come to heavenly Hawaii as Sales Manager if you can sell radio for HAWAII'S BIG STATION, with ideas, gimmicks, promotion. Air mail experience, references, salary requirements to: Fin Hollinger, KPOA, Honolulu. Send carbon copy of your letter for interview appointment to: Radio Hawaii Inc., 420 Lexington Ave., New York City, N. Y. Telephone MUrray Hill 6-4686.

Announcer

CALIFORNIA RADIO STATION NEEDS ANNOUNCER WITH FIRST PHONE

Experienced, top-flight announcer for top station in ideal California market. Must have first ticket. Authoritative news, competent, friendly DJ work, strong on commercials of all kinds, including production know-how. Excellent opportunity. Send complete resume including schooling, all jobs held, references, photo and tape demonstrating commercials cut at 7½ RPM to

Box 642E, B•T

WOMAN RADIO PERSONALITY

. . . who can project herself to a woman's radio audience. Must be attractive, pleasant disposition and capable of calling on housewives in conjunction with program production. Also must have air-work record.

Permanent position available in Midwest. Send resume and tape, if available, for interview to:

Radio Hawaii Inc.
420 Lexington Avenue
New York 17, N. Y.
MUrray Hill 6-4686

Help Wanted—(Cont'd)

VIRGIN ISLAND STATION NEEDS EXPERIENCED ANNOUNCER

If you are looking for a veritable "paradise" in which to live and work we have an immediate opening for a thoroughly experienced announcer. Send complete details first letter to Bill Greer, General Manager, Radio Station WSTA, St. Thomas, Virgin Islands.

Situations Wanted

Managerial

experienced radio-tv-newspaper

MANAGER

available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).

Box 487E, B•T

Production-Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-1 sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

DIRECTOR OF EDUCATION AND RESEARCH

For the past ten years, broad experience with KMBC-KFRM and KMBC-TV of Kansas City—stations long noted for activities in public service and research. . . . Earlier background includes 15 years teaching in music department major university. Ph.D. degree in Education, Radio Education and Music . . . Can plan educational broadcasts in Radio-TV, with school, university and civic officials, and/or develop market-audience research valuable to management and sales.

Charles F. Church Jr.

809 W. Truman Rd. Independence, Mo.
Telephone: Clifton 8947

Television

Situations Wanted

Managerial

FUTURE WANTED

Experienced broadcasting executive offers unique versatility in AM and TV in exchange for opportunity in preferred market. Now General Manager of profitable VHF, seeking management or other key position in TV or AM-TV operation. Will consider agency or network opening where broad knowledge gained in 19 years station experience can be utilized. Family man, sober, responsible, best references. Ready to permanently re-establish with an organization offering a future.

Box 647E, B•T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

SALES UP 400%!

Do you believe sales result from hard work? I do. Presently TV Sales Manager of NBC Basic in one of the top ten markets, one of the nation's toughest. Quadrupled station sales in two years. Aggressive, shirt-sleeved Sales Manager who believes in making calls and training his salsmen. Outstanding record of accomplishment which will speak for itself. Seek Sales Management position with station which has the will to win.

Box 591E, B•T.

— Experienced TV Experience —

Young highly experienced television executive desires managerial position preferably on West Coast. Currently employed. Television career started 1939 with Eastern TV station. 15 years definite, competent television experience in EVERY department. Formerly New York City, now on West Coast. Ability-character references available. Offer: smooth running, meticulous operation, happy personnel, profitable programming, excellent agency contacts, top direction, proved creative ability producing, precise film editing, top video-audio direction, plus live announcer background many top commercial network television shows. Happily married family man seeking permanent salaried-percentage offer in growing market. Would consider position under manager, if attractive. Personal interview upon request. Write Box 603E, B•T.

Production-Programming, Others, etc.

Continuity Director
Client Service Director
Commercial Production Manager

Large & small station radio-TV experience. Supervised & handled copy, clients, campaigns, cameras. Successful record. Top references include previous employer. College. Desire supervisory position, larger market. Box 633E, B•T.

Exclusive for TV News!

- Personable authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Write or Wire
JOHN H. LERCH
404 Laurel Avenue
Wilmette, Illinois
PHOTO — TAPE — RESUME

For Sale

FOR SALE

404 foot tower, ideal for TV, now used for FM. IDECO, triangular, non-insulated, self-supporting, perfect condition. Located in Midwest. Reasonably priced for prompt disposal. Direct inquiries to:

KRIEGER & JORGENSEN
514 Wyatt Building
Washington 5, D. C.
Phone: Executive 3-1635

(Continued from page 134)

The following were granted Mod. of CP's for extension of completion dates as shown: KRMA-TV Denver, Colo., to 3-1-55; WSVA-TV Harrisonburg, Va., to 3-28-55; WKDN-TV Camden, N. J., to 3-28-55; WJDM (TV) Panama City, Fla., to 3-21-55; WOI-TV Ames, Iowa, to 3-11-55; WOOD-TV (main and antenna) Grand Rapids, Mich., to 3-30-55; KVOL-TV Lafayette, La., to 3-24-55; WHCU-TV Ithaca, N. Y., to 3-7-55.

Actions of August 31

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WLEU-TV Erie, Pa., to 3-30-55; KFIA, (TV) Anchorage, Alaska, to 3-1-55; WQXN-TV Cincinnati, Ohio, to 3-25-55.

Actions of August 30

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KTUE Tulia, Tex.; WGKV Charleston, W. V.; WSAZ Huntington, W. Va.; WPGH Pittsburgh, Pa.; WJAC Johnstown, Pa.; WGRV Greeneville, Tenn.; WDLP, Panama City, Fla.

McFarland Letters

KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.—Is being advised that, unless KLYN-TV informs the Commission within 20 days that it desires a hearing on its application (BMPCT-2394) for additional time to construct tv station on ch. 7, said application will be dismissed. CP cancelled, and call letters deleted. (Commissioner Hennock dissented.)

KHTV Hibbing, Minn. North Star Television Co.—Is being advised that, unless KHTV informs the Commission within 20 days that it desires a hearing on its application (BMPCT-2412) for additional time to construct TV station on ch. 10, said application will be dismissed, CP cancelled, and call letters deleted. (Commissioner Hennock dissented.)

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of Dade County Board of Instruction—Is being advised that application (BMPET-38) for extension of completion date for non-commercial educational tv station (ch. *2) indicates necessity of a hearing. (Commissioner Hennock dissented.)

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KFDX Wichita Falls, Tex.; WRTI-FM Philadelphia, Pa.; WCED-FM DuBois, Pa.; WDLA Walton, N. Y.; WKPA New Kensington, Pa.; WHYN-AM-FM Springfield, Mass.; WUSJ Lockport, N. Y.; WEED-FM Rocky Mount, N. C.; WARE Ware, Mass.; WAFC Staunton, Va.; WAJR-AM-FM Morgantown, W. Va.; WANN Annapolis, Md.; WARL-AM-FM Arlington, Va.; WASA Havre de Grace, Md.; WSAL Annapolis, Md.; WAVY Portsmouth, Va.; WAYB Waynesboro, Va.; WBBL Richmond, Va.; WBLK Clarksburg, W. Va.; WBLT Bedford Va.; WBOB Galax, Va.; WBOC Salisbury, Md.; WBRW Welch, W. Va.; WBTH Williamson, W. Va.; WBTM-AM-FM Danville, Va.; WCAW Charleston, W. Va.; WCBM Baltimore, Md.; WCEF Parkersburg, W. Va.; WCHS Charleston, W. Va.; WCHV Charlottesville, Va.; WCOM Parkersburg, W. Va.; WCUM-AM-FM Cumberland, Md.; WCVA Culpeper, Va.; WDJB-AM-FM, Roanoke, Va.; WDNE Elkins, W. Va.; WDYK Cumberland, Md.; WEAM Arlington, Va.; WEIR Weirton, W. Va.; WELC Welch, W. Va.; WEPM Martinsburg, W. Va.; WETZ New Martinsville, W. Va.; WFBR Baltimore, Md.; WFHG Bristol, Va.; WFLO Farmville, Va.; WFMD Frederick, Md.; WFTR Front Royal, Va.; WFVA Fredericksburg, Va.; WGH-FM Newport News; Va.; WGKV-AM-FM Charleston, W. Va.; WLSD Big Stone Gap, Va.; WLVA-AM-FM Lynchburg, Va.; WMAL-AM-FM Washington, D. C.; WMBG Richmond, Va.; WMMN Fairmont, Va.; WMVA-AM-FM Martinsville, Va.; WNAV Annapolis, Md.; WNNT Warsaw, Va.; WNOR Norfolk, Va.; WNRV Narrows-Pearisburg, Va.; WNVA Norton, Va.; WOAY-AM-FM Oak Hill, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WPDX Clarksburg, W. Va.; WPGC Morningside, Md.; WPIX Alexandria, Va.; WPLH Huntington, W. Va.; WPTX Lexington Park, Md.; WPUV Pulaski, Va.; WRAD Radford, Va.; WRC-AM-FM Washington, D. C.; WRIC Richland, Va.; WRIS Roanoke, Va.; WRNL-AM-FM Richmond, Va.; WRON Ronceverte, W. Va.; WROV-AM-FM Roanoke, Va.; WSAZ Huntington, W. Va.; WSIG Mount Jackson, Va.; WSIS Roanoke, Va.; WSSV Petersburg, Va.; WSVA Harrisonburg, Va.; WSVS-AM-FM Crewe, Va.; WTAR Norfolk, Va.; WTIP Charleston, W. Va.; WTON Staunton, Va.; WTTR Westminster., Md.; WVEC Hampton, Va.; WVVW Fairmont, W. Va.; WWDC-AM-FM Washington, D. C.; WWIN Baltimore, Md.; WWNR Beckley, W. Va.; WWOD-AM-FM Lynchburg, Va.; WYVE Wytheville, Va.

For Sale—(Cont'd)

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

MANAGEMENT CONSULTANTS

Is Your Station Losing Money? We Will Put it in the Black; If it is Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Texas Network
$160,000.00

Fulltime facility in rich Texas area. Market represents ideal situation for continued top earnings. Good net quick position included with sale, and financing available to qualified buyer.

Midwest Independent
$50,000.00

Owner-manager can really make progress with this daytime station. Profitable operation with economical combined facility. Excellent one station market with diversified income. Terms only $20,000.00 down and balance over five years.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5671-2

DUDES AND DON'TS

or, grammar takes a vacation

A grandmotherly librarian, new to farm life, was out to learn everything in two vacation weeks.

"Which is correct," she asked an old hand, "the hen is sitting or the hen is setting?"

"Lady," said the oldtimer, "I don't know and I don't care. All I wonder about is when she cackles, is she laying or is she lying!"

* * * *

An Advertising Man came to a dude ranch for a well-earned rest. Very first morning they shook him awake at 4 a.m., told him it was time to saddle up.

"We goin' to ride wild horses?" he yawned.

"Nope."

"Then why we have to sneak up on 'em in the dark?"

* * * *

Wild horses couldn't drag us from the commercial:

Re. tv: NBC now ranks KGNC-TV first among affiliates for total primary area coverage.

Re. a.m.: KGNC reaches 78 counties with 1 million people in Texas, New Mexico, Kansas, Oklahoma and Colorado.

Re. $: Amarillo is *1st in the nation—again—in per family* retail sales.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: channel 4. Represented Nationally by the Katz Agency

TELESTATUS

September 13, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 15,942
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 67,852
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) AB , DuM; Forjoe; 72,000
►KERO-TV (10) C S, NBC; Avery-Knodel; 128,595
Berkeley (San Franci co)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,882,304
►KHJ-TV (9) DuM; H-R; 1,882,304
►KNBH (4) NBC; NBC Spot Sls.; 1,882,304
►KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,882,304
►KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to start regular programming:

KOVR (TV) Stockton, Calif. (ch. 13), Sept. 6.

WTVD (TV) Durham, N. C. (ch. 11), Sept. 2.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 998,260
►KPIX (5) CBS, DuM; Katz; 998,260
►KRON-TV (4) NBC; Free & Peters; 998,260
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

take a LONG LOOK

There are MORE rubberneckers per set and MORE sets-in-use tuned to CHANNEL 9 in the Denver Area

KBTV leads...with a high of 32.4% of sets-in-use in the four-station Denver market for daytime programming (1:30-7:00) ...Be sure of results: with a greater tune-in, a *buying* audience on

*Latest ARB Survey

KBTV CHANNEL 9

Ask about our "Four-Minute Plan"

DENVER, COLORADO

Send for brochure telling why KBTV is the TOP TV BUY in mile-high Denver, top of the nation!

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of August 1
100 micro-volt contour 92,412

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FOR THE RECORD

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 628,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 28,900
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 121,227
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fort Dodge†—
►KQTV (21) Pearson; 42,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
►KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
►KWWL-TV (7) NBC; Headley-Reed; 124,419

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
►KTVH (12) ABC, CBS, DuM; H-R; 144,802
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
►KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
►KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) Venard; 5/5/54-9/12/54
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
►WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 143,000
►WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
►WWTV (13) CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 489,100
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
►KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 477,000
►WMIN-TV (11) ABC, DuM; Blair; 467,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 98,472
►WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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FOR THE RECORD

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/19/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 405,706
► KMBC-TV (9) CBS; Free & Peters; 405,706
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS,ABC, DuM; Headley-Reed; 12,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/18/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,650
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 415,313
Durham†—
► WTVD (11) ABC, NBC; Headley-Reed
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 130,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/15/54 (granted STA Aug. 24)
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 103,095
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 166,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 115,137
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 58,500
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Highest Antenna in the South — 6,089 Feet Above Sea Level

COVERAGE OUT OF THIS WORLD

WLOS-TV

CHANNEL 13
Asheville, N.C.

The most powerful station in the Southeast* On the Air September 18th!

Serving 204,907 TV Families in an area of 2,058,000 People**

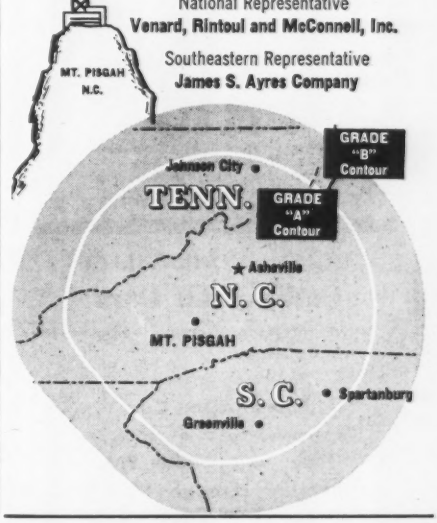
Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

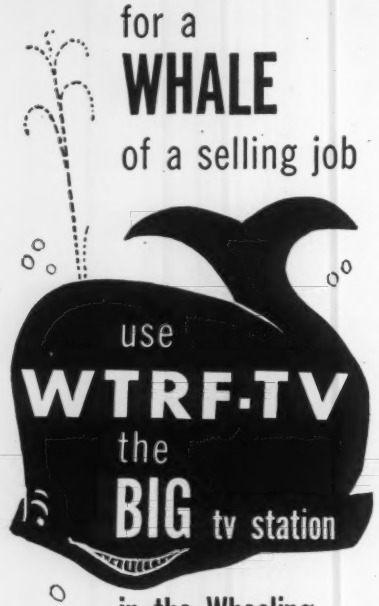
*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.
***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company





BIG IN POWER

operating with 316,000 watts, channel 7, the most powerful TV station in W. Va., Southwestern Penn. and Eastern Ohio.

BIG IN PROMOTION

WTRF-TV program schedules are published regularly in more than 55 newspapers, including 3 daily and 2 Sunday Pittsburgh papers. Consistent promotion for all clients has won for WTRF-TV top prizes for outstanding efforts.

BIG IN PUBLIC PREFERENCE

Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 most popular one-a-week shows and 1st 15 most popular multi-weekly shows—plus audience preference in every time category.

WTRF-TV

NBC Primary • ABC Supplementary
represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Radio Affiliates WTRF & WTRF-FM

CHOICE AVAILABILITY:

Calling All Cars

A bright afternoon program designed for a woman's audience.

Show features

Bob and Jan Carr

in a fast-moving program of variety features.

Time: 4 to 4:30 PM,
Monday through Friday

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 53,885
► KGNC-TV (4) NBC, DuM; Katz; 52,885
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,591
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 381,550
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 37,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
WMVT (3) ABC, CBS; Weed; 3/12/54-9/12/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 54,000
►WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/10/54 (granted STA Aug. 12)

Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 393,600
►WOKY-TV (19) ABC, DuM; Gill-Perna; 293,750
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) ABC; Petry; 6/11/54-10/31/54

Neenah—
►WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
►KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC, DuM; NBC Spot Sls; 60,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 65,000

Montreal, Que.—
►CBFT (2) CBC French; CBC; 166,000
►CBMT (6) CBC; CBC; 166,000

Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 8,250

Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 20,000

Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 394; total cities with stations on air: 265. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,286,183.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.
(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Alantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

SEPTEMBER

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 17: National Appliance & Radio-Tv Dealers Assn., San Francisco regional meeting, Merchandise Mart, San Francisco.
Sept. 17-18: Democratic National Committee, Claypool Hotel, Indianapolis.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

SPECIAL LISTING

NARTB District Meetings

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

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Bottom-Dollar Politics

IT'S GOING to be tougher, and less profitable, for stations to do business with politicians henceforth.

The FCC has finalized new rules to provide that candidates for public office may not be discriminated against as to rates charged for time on radio and tv. They also are to get all discount privileges accorded regular accounts.

The new rules, which became effective upon announcement last Tuesday because of the upcoming November elections, were adopted pursuant to the Congressional mandate of 1952. Congressmen complained about the purported high costs of political campaigning and appeased themselves by writing a new law.

The rules appear to be as reasonable as the FCC could make them under the instructions received from Congress. But that doesn't make them just. It costs more to do business with candidates, notably the unsuccessful ones. Even under the former practice of charging premium rates and out-of-pocket costs for cancellations, talent and other overhead, stations often have found themselves holding the bag.

Moreover, the new rules seeking to end one species of discrimination, actually create another. Many newspapers charge double or even treble their regular rates for political advertising. While politicians have howled, they've never done anything about this "discrimination," even though there's been desultory talk about denying second-class mailing privileges to "offenders."

Adoption of the new rules imposes upon stations the necessity of exercising extreme vigilance in scheduling political business. The station cannot require the candidate to post indemnity bonds or insurance against libel unless all commercial accounts are so required. It cannot assess recording or other fees unless regular accounts are required to do so. And it cannot deviate from established practices as to local or national rates.

Stations must be assured of this bare income to which they are entitled. A manager would not give credit to a new account placed direct, if the account had no established credit rating. He would require his money in advance.

Obviously, the same should hold for purchase of political time. It should be cash on the barrel-head. Where the business is placed through an accredited agency, whether commercial or political, the usual billing practices must be pursued.

Because radio and tv time in the campaigning henceforth will be so much cheaper many stations may find themselves deluged with this business. The question of program balance will arise. Stations should appraise such requests carefully because the allotment of time to the first candidate for a particular office will control allotments to all others for the same office—and at the same price.

So, chalk up the bi-election year 1954 as the political headache year for broadcasters. Radio and television will have to live with the politicians, because the politicians know they can't live without radio and television.

The Radio Set: 120 Million

IT WOULD be unfortunate if, as a result of Brig. Gen. David Sarnoff's speech in Chicago [B•T, Sept. 6], the impression spread that the bears had taken over in radio. True, Gen. Sarnoff was bearish about the future of radio networks, but he gave no indication of a similar attitude toward radio as a whole. If others are bearish about the future of radio or any of its parts they concealed their feelings perfectly at the other Chicago meetings.

It cannot be denied that the radio network business today is less profitable than it was in the pre-television era and may never recover its former affluence. For the past several years radio network volume has been decreasing. The important thing to remember is that coincidentally the volume of spot and local radio advertising has been increasing—more than enough to offset declining network revenue. It is not a catastrophe that has occurred in radio; it is merely that a change has taken place.

Eventually that change may be so significant as to call for a reorganization of radio networking and the development of wholly new patterns of programming and selling. If so, the situation would still represent a transitional trend rather than a disaster. Whatever alterations are made in the structure of broadcasting, radio—as an advertising service and a medium of entertainment and information—is too basic to the habits of the American people to be discarded now or in the future.

As John F. Meagher, NARTB radio vice president, pointed out last week at the first NARTB district meeting, there are 120 million operating radio sets in the U. S.; 12 million radios were manufactured in the past year; in the average radio home (meaning almost every home) a full day of each week is devoted to radio listening. "There is nothing else like radio," Mr. Meagher said. If anything, that's an understatement.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I want you to notice the fine upholstery job!"

The Color Picture

ALTHOUGH a respectable number of shows have been telecast on CBS-TV and NBC-TV in color in the past year, the first NBC-TV "spectacular," scheduled last night (Sunday), may be said to identify the true beginning of the color television era. From now on color will be on schedule and in increasing quantity.

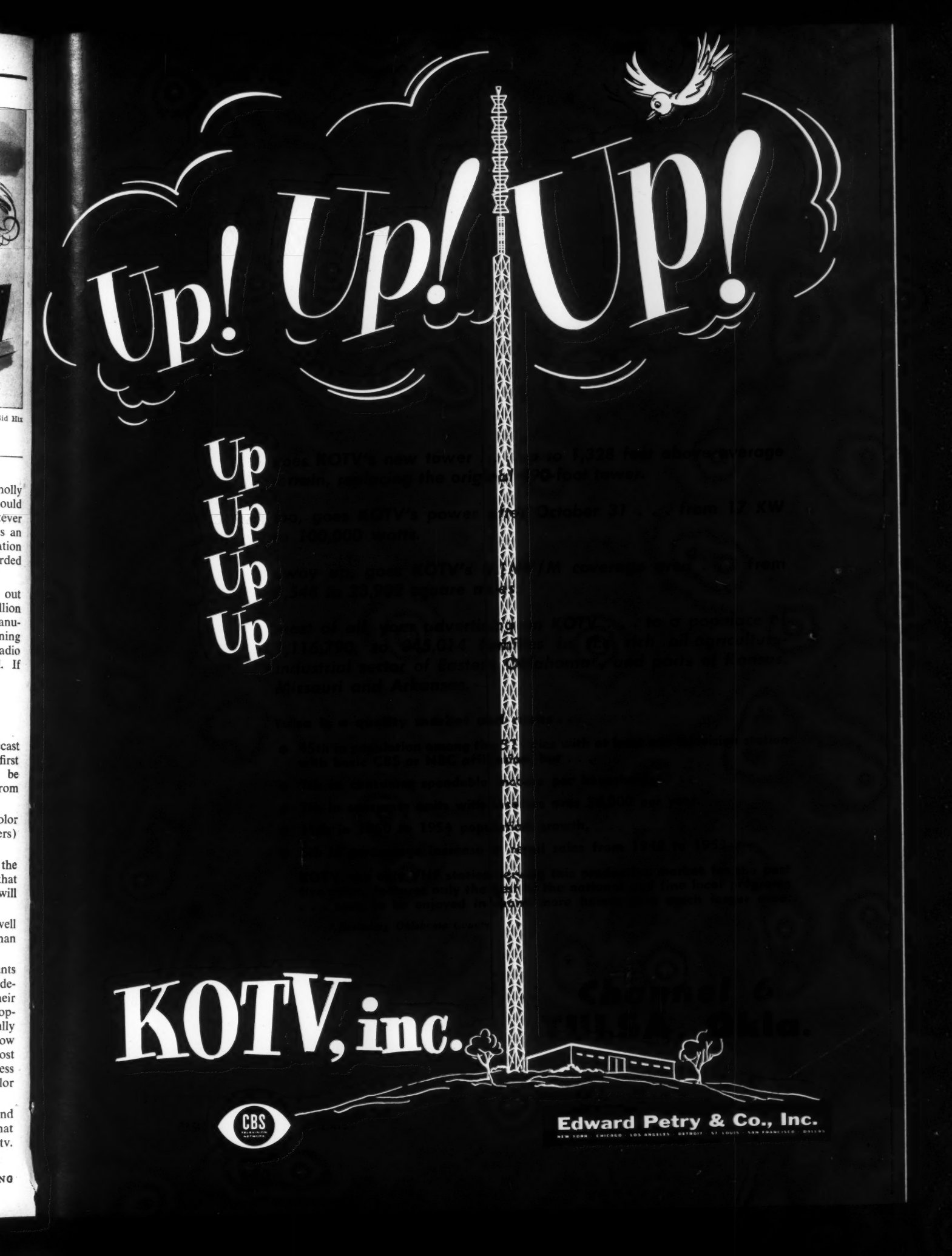
A new era does not come about without disturbances. Color television is bound to create dislocations (but again not disasters) in the advertising world.

Some radio men we know have been apprehensive about the effects that color tv will have on their business. They know that black-and-white tv has shaken radio, and they fear that color will intensify the agitation.

If we were guessing about color's effects, and we might as well join the crowd, we'd say they would be less disturbing to radio than to other media.

Color will enable television stations to go after local accounts which have been space users in newspapers—specialty shops, department stores, all kinds of retail outlets that like to show their wares in advertisements. At present stages of mechanical development, newspapers cannot prepare color ads as fast or as faithfully as color tv. Color tv also will attract national advertisers who now are using color ads in national magazines. The difference in cost between black-and-white and color television will be infinitely less than the difference in cost between black-and-white and color printing.

We do not predict grave consequences for newspapers and magazines, nor would we wish them. What will happen is that adjustments will be made to accommodate the effects of color tv. So far no new medium has killed an old one.


Up! Up! Up!
Up
Up
Up
Up
KOTV, inc.
CBS
Edward Petry & Co., Inc.